

LOCAL SOCIAL MEDIA GUIDELINES

DECEMBER 2022



Foreword

THIS DOCUMENT IS INTENDED FOR PEOPLE IN CHARGE OF MANAGING VERALLIA'S LOCAL SOCIAL MEDIA ACCOUNTS (COMMUNITY MANAGERS, COMMUNICATION/MARKETING AGENCIES...).

It contains all the guidelines, examples and templates to follow in order to manage social media accounts effectively and efficiently.

If you have any questions about the guidelines or your local social media accounts, please contact the corporate communications team:
communication.packaging@verallia.com.

Summary

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03

What to say
and share on
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04

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effectively?

05

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Social media
communication
policies and
responsibilities

VERALLIA ON SOCIAL MEDIA

01

First, it is important to understand the overall social media strategy and know what role local accounts play.

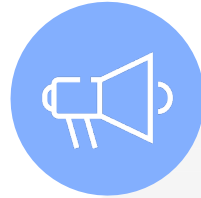
Verallia has two types of accounts on social media: **corporate accounts and country accounts.**

Corporate accounts



MANAGEMENT

- The corporate accounts are managed by the corporate communications team **and focus mainly on building the brand image.**



PURPOSE

- To help develop and strengthen the company's brand image through global communications on key topics (CSR, products, company history, results, etc.)



TARGETS

- general public,
- talents,
- Investors,
- and customers

Country accounts



MANAGEMENT

- The country accounts are managed by the local communications teams in each country and are used for **two purposes**.



PURPOSES

- To help build the brand image by sharing corporate content on specific topics.
- To strengthen the relationship with local targets to support the business.



TARGETS

- customers,
- talents,
- general public,
- local public,
- Institutions.

WHY IS BRAND BUILDING OUR FOCUS?

One of our main issues today is that our targets know us, but they don't have a clear vision of who we are beyond our products, what differentiates us from our competitors, what we stand for, etc.

So, our ambition is to use social media first to build our brand image.

**TRUST &
CREDIBILITY**



**PREFERENCE &
LOYALTY**



RECOGNITION



**BUSINESS
OPPORTUNITIES**



**A strong and consistent brand
image is a valuable asset
for any company, as it offers
many competitive advantages:**

So, what brand image
do we want to build
on social media for Verallia?

Two words represent best
who we are as a company
and how we want our targets
to perceive our brand.

COMMITTED



PASSIONATE



Passionate

ABOUT MAKING GLASS, we pass on from generation to generation the know-how and expertise that forge the Verallia Group and brand. The glassmaking process has remained unchanged over the centuries.

Our world, on the other hand, is changing continuously and ever more rapidly. Being a leader in our industry gives us responsibilities. We are conscious that we must make a positive impact.



Committed

TO ASSUMING OUR RESPONSIBILITIES AS A MANUFACTURER and determined to contribute to new trends in society, while rising up to the challenges of climate change.

We are acting today to ensure the company's continuity for the next 200 years.



**To change our brand image,
we need to make sure that our communication
on social media reflects these two words.**
They must be the guiding principals
of everything you create and share
on social media.

WHICH SOCIAL NETWORKS TO USE AT LOCAL LEVEL?

02

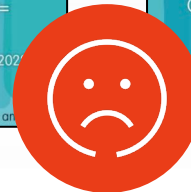
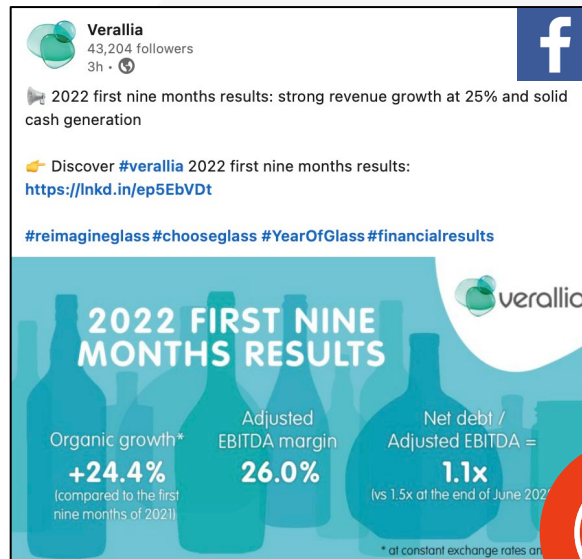
Now that we know why we're using social media and who we want to reach through these channels, **we can focus on the right social networks to use.** There are a lot of social networks today, but not all are relevant for Verallia.

We want to be active only on the platforms that allow us to reach our goals and targets.

Another reason for limiting the number of platforms

YOU USE IS THAT EACH SOCIAL NETWORK IS DIFFERENT AND REQUIRES A SPECIFIC STRATEGY, DEDICATED RESOURCES AND EXPERTISE.

Sharing the same content on various social networks is not effective today. To be efficient, each platform must have specific goals, targets, editorial lines, etc.



Choose the right format depending on your goal



LINKEDIN

- World's most popular professional social network
- Used by all our main targets (customers, talents, investors, public institutions)



INSTAGRAM

- Visual social network
- Used by large public (young and older people)
- Offers many interesting features (stories, reels, etc.)



YOUTUBE

- To be used only as a media library.

How to complete your accounts

NAMING THE ACCOUNTS

LinkedIn: verallia + country name

Instagram: verallia_country

LOGO

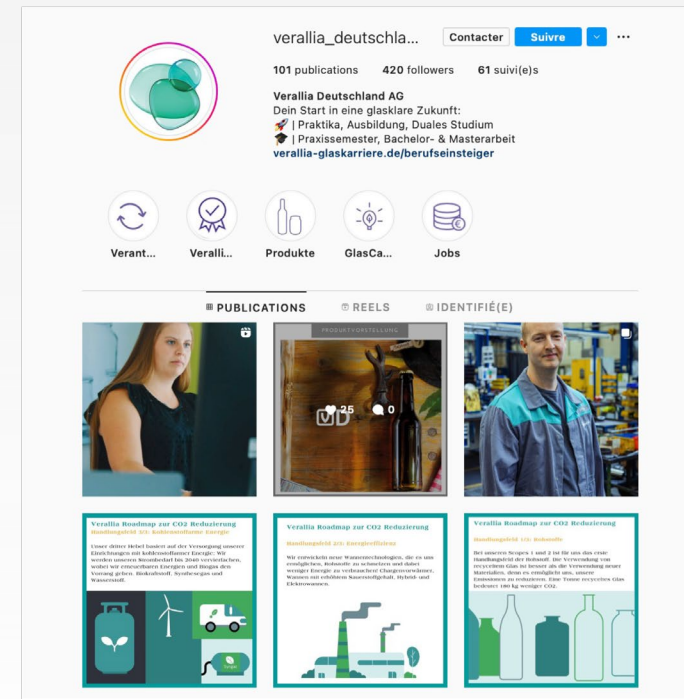
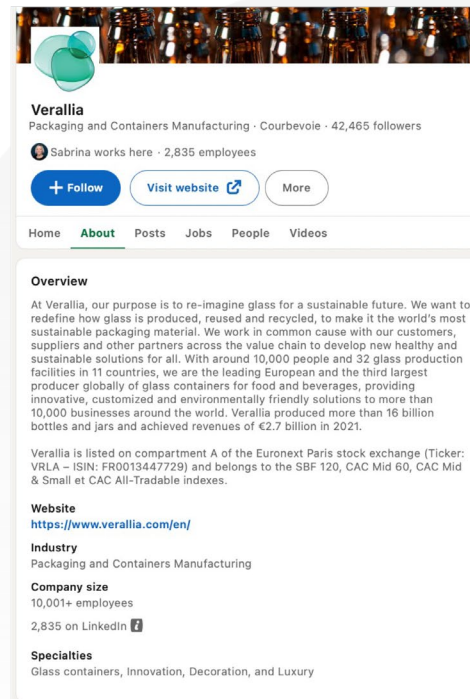
Please use the logo provided by the corporate communication team.

BANNER

Add here the fact that while it is a place of expression, it is necessary to respect the visual guidelines.

DESCRIPTION

For the description, please copy the paragraph on the Verallia group and then, if needed, complete it with local data, respecting the communications policy and the content/figures coming from the URD.



IMPORTANT!

Exceptions are possible if these platforms are not used in your country, and if it would be more interesting to be present on other social media. If so, please let us know, providing evidence that these other social networks are more relevant. We will then decide together if you should use them instead of the ones we recommend.

Mistakes to be avoided

01

Creating accounts without having either the resources or the know-how. It's better to focus on one account rather than having several you are unable to manage.

02

Sharing the same content on every account. Each social network is different and should have its own strategy.

03

Being inconsistent. Avoid at all costs long periods of inactivity on your accounts.

04

Not completing all your account information correctly (description, information, etc.).

05

Not securing your accounts. Don't use your personal e-mail to manage the accounts; use double authentication to access them; regularly change the password, etc.

Guidelines for YouTube

YouTube access

AS PART OF OUR SOCIAL NETWORK STRATEGY, WE HAVE CHOSEN TO KEEP ONE YOUTUBE CHANNEL AND USE IT AS A CONTENT LIBRARY.

As such, we need to work on the quality of our account, just like any other social media.

- **Appoint a maximum of 1 or 2 people per country** (e.g. HR/communications + marketing) who will be in charge of uploading content on YouTube. While these people may upload and edit content, only the corporate communications team will have the right to delete videos
- **They should have a Google address, but it is not recommended to use a personal Google address or generic Google address to connect to the platform.** Google allows you to create an account as follows: firstname.lastname@verallia.com.

Step 1: Choose a Google Account type

For myself

To manage a business

Username

@gmail.com

You can use letters, numbers & periods

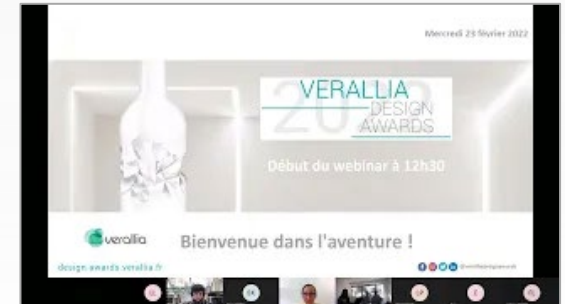
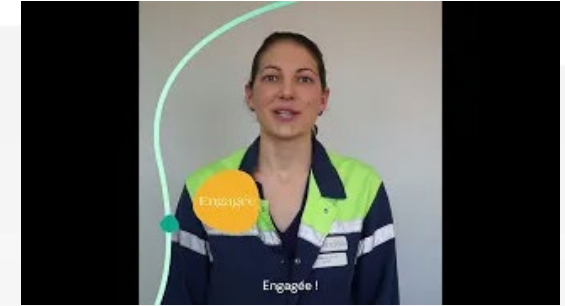
[Use my current email address instead](#)

TO DO THIS

Please visit this page - Choose “for myself”
Then choose “**use my current email address instead**” and **put your Verallia address.**

Uploading videos

1. If the video is intended for internal use and for people who have an @verallia.com address, always prefer Microsoft stream. If the video is also intended for people working in a plant, you can choose the "unlisted" mode on Youtube.
2. Create or ask your agency to provide you with a thumbnail that highlights your content. Youtube's automatic thumbnails are rarely appropriate.



Uploading videos

1. **NAME YOUR FILE CLEARLY** before uploading it to facilitate its subsequent archiving. Examples: SL TRENDS 2023 TEASER VF.mov >> Verallia_Selective_Line_2023_trends
2. Start your title with "Verallia + country (or theme) |" and continue with a clear and impactful text. Avoid capital letters
3. Complete the description, the language, the tags... everything that can help visitors find your video.
4. Choose "not for children" and disable comments.
5. Select the playlist corresponding to your country and possibly a second option, e.g. "Selective line" or "customers testimonials". Additional playlists could be created, please let us know!
6. Respect copyright, especially in terms of music, and never break YouTube's rules. If you receive any warnings when you upload, contact the agency that made the video.
7. Do not publish content coming from other companies, media... on the Verallia channel, except in specific cases to be discussed together.



WHAT TO SAY AND TO SHARE ON THE ACCOUNTS?

In this section, we will see what you should share on your accounts and provide some examples and ideas of posts that you can use.

03

WHAT
WE DO



WHAT'S NEW



WHAT WE
STAND FOR



VERALLIA
WORLDWIDE



The editorial line for LinkedIn

As LinkedIn is going to be your main platform, the editorial line will focus more on our company and cover a wide range of topics relevant for our B2B targets (customers, talents and public institutions).

We recommend that you organise your communication on the platform around 4 editorial pillars

To summarize

LINKEDIN				INSTAGRAM		
Editorial pillar 1	Editorial pillar 2	Editorial pillar 3	Editorial pillar 4	Editorial pillar 1	Editorial pillar 2	Editorial pillar 3
What we do	What we stand for	What's new	Verallia Worldwide	What we stand for	Inside Verallia	Fun & games
Product focus Success stories Experts at work Testimonies	Our actions in numbers On the ground / shop floor Spotlight on	It happened at Verallia Announcements Save the date	Reposts only	Same as on LinkedIn	One day with Meet ____ We Care @ Verallia	Glass fun facts Seen on the web

Editorial pillar n°1: what we do

WE'VE BEEN MAKING GLASS FOR MORE THAN 200 YEARS AND WE'RE EXPERTS AT WHAT WE DO, SO LET'S LET THE WHOLE WORLD KNOW!

That's what this editorial pillar is for: promoting your products, showing the expertise and know-how of your talents, highlighting the technical exploits behind the products, explaining the science of glass, sharing your success stories... in other words, this pillar is about sharing your passion for our craft and showing why we're the best at what we do.



Editorial pillar n°1: sub-topics

- Local product catalogue
- Customer testimonies
- Success stories
- Local services for customers
- Local talents
- Local industrial park
- Etc.



Ideas of posts product focus

CONCEPT

Our products all have a story to tell, or small details that make them unique (colour, specific shape, innovations that helped us create them). This post idea is designed to help you reveal these small details.

WHEN TO USE IT

When you want to promote a product to your local targets.

FORMAT

Carrousel or simple image.

Lorem ipsum dolor sit amet consetetur aliquam.

Consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore
et dolore magna aliqua. Ut enim ad
minim veniam, quis nostrud
exercitation ullamco laboris nisi ut
aliquip ex ea commodo consequat.

Eco1 Conica Baja

Height (mm/in) 298 / 11.73
Weight (g/oz) 420 / 14.81



Ideas of posts: success stories

CONCEPT

We're always working on great projects for our customers that show our expertise and know-how. This post is just for that, sharing your best customer success stories.

WHEN TO USE IT

When you have a local customer success story to share.

FORMAT

Carrousel



Je suis une créatrice, mais aussi une entrepreneuse et une créatrice de marque. J'ai consacré toute ma vie à concevoir la façon dont les gens font la fête, et j'ai maintenant décidé de m'intéresser à ce qu'ils boivent.

Vera Wang

Ideas of posts: experts/clients testimonies

CONCEPT

Who better than our own experts or customers to promote our expertise and know-how? A post idea when you want to promote expertise through the voice of an internal expert or a customer.

WHEN TO USE IT

When you want to share a quote from a customer or an expert.

FORMAT

Carrousel



Editorial pillar n°2

What we stand for

FIGHTING FOR WHAT WE BELIEVE IS RIGHT HAS ALWAYS BEEN IN OUR DNA. That's why, in every country where we're located, we try to do our part and get involved in any way we can.

In this editorial pillar, you will share your commitments and actions at local level in the main areas where Verallia is involved: sustainability, recycling, safety and inclusion in the workplace, charity support...



Editorial pillar n°2: sub-topics

- Local actions to promote recycling/sustainability
- Local partnership with public institutions or charities
- Promoting local NGOs or charities
- Showing that our talents are also committed
- Etc.



Ideas of posts: our actions in numbers

CONCEPT

Numbers speak louder than words, and with this post idea you can share the results of your local actions (e.g., volume of glass collected each year in your country, etc.)

WHEN TO USE IT

When you want to promote a local initiative through numbers.

FORMAT

Simple image



Ideas of posts: on the ground

CONCEPT

At Verallia, we don't just talk, we act. We're always on the ground working side by side with local partners to reach our goals. This post idea is designed to show our local actions (events, special campaigns, etc.)

WHEN TO USE IT

When you want to share a local event or initiative about sustainability, recycling, etc.

FORMAT

Carrousel or simple image



Ideas of posts: everyday heroes

CONCEPT

Portraits of local employees that are engaged in a cause either in their personal life (working with an NGO, etc.) or at work (for instance, employees striving to reduce the impact of our production processes, etc.)

WHEN TO USE IT

When you want to highlight an employee and his/her actions.

FORMAT

Simple image



**Lorem ipsum dolor sit
amet consetetur ?**

*Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna
aliqua. Ut enim ad minim veniam, quis
nostrud exercitation ullamco laboris."*

Ideas of posts: spotlight on

CONCEPT

At local level, we often work with incredible partners (institutions, people, etc.) that deserve recognition. It's our role to highlight them and give them visibility as a token of our appreciation

WHEN TO USE IT

When you want to put the spotlight on a local partner.

FORMAT

Carrousel



SPOTLIGHT ON

Editorial pillar n°3: what's news

AT VERALLIA, THERE'S ALWAYS SOMETHING GOING ON. WE'RE A DYNAMIC COMPANY AND IN EVERY LOCATION, WE ACTIVELY INVEST IN BECOMING A KEY PLAYER IN THE SECTOR AND THE COUNTRY.

So, this pillar is aimed at showing that side of our brand by sharing all your local news: partnerships, events, new plants, appointments, certifications, local events... the idea is to demonstrate how you are involved at local level and create a certain proximity with the targets.



Editorial pillar n°3: sub-topics

- Events
- Certifications
- Partnerships
- Local investments
- Plant openings
- Talent training and events
- Etc.



Ideas of posts: it happened @verallia

CONCEPT

With so much going on all the time at Verallia, we need a way to highlight important events. This is the aim of this post idea.

WHEN TO USE IT

When there's a special event happening in your country that you want to highlight.

FORMAT

Carrousel



4ème session 2022 du stage

« Découverte du processus verrier »

Chez Verallia France, cette formation est une étape clé du parcours d'intégration ! Tous les ans, ce sont plus de soixante nouveaux cadres opérant en usines et au siège de la Défense qui assistent à ce stage organisé et animé par les équipes du centre de formation de Verallia France, basé à Chalon-sur-Saône.

Ideas of posts: announcements

CONCEPT

There's always a lot of news at local level to be shared with your targets. This post idea is for the most important news that you want to promote.

WHEN TO USE IT

To have some important local news.

FORMAT

Simple image

**Verallia France adhère à la
démarche FRET21 et devient le
premier verrier engagé pour
réduire ses émissions de CO2
liées aux transports !**



En adhérant volontairement au dispositif FRET21 du programme EVE (Engagement Volontaire Pour l'Environnement) de l'ADEME, nous nous engageons à réduire de 5 % nos émissions de CO2 liées aux transports de marchandises d'ici 2025 - soit l'équivalent de plus de 3 500 tonnes de CO2.

Ideas of posts: save the date

CONCEPT

A post idea to use when you want to promote an upcoming event related to your activities in the country.

WHEN TO USE IT

To promote important events.

FORMAT

Carrousel



Editorial pillar n°3: Verallia worldwide

FINALLY, LET'S NOT FORGET THAT WE'RE AN INTERNATIONAL COMPANY AND THAT, AT LOCAL LEVEL, YOU CAN BENEFIT FROM HIGHLIGHTING THIS SIDE OF THE BRAND TO YOUR LOCAL TARGETS.

This last pillar will allow you to share international news from Verallia: Group content on key topics that are relevant for all locations, initiatives from other countries that can help you build the brand on your market, etc.



Editorial pillar n°4: sub-topics

- CSR commitments
- Local news from other countries
- Group campaigns on key topics (sustainability, safety, inclusivity, etc.)
- Group international certifications
- Group news (appointments, etc.)
- Etc.



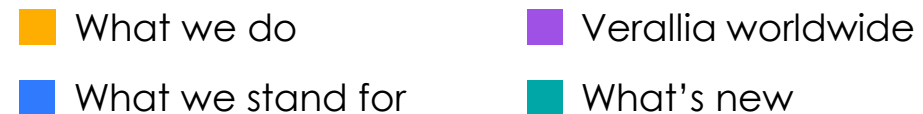
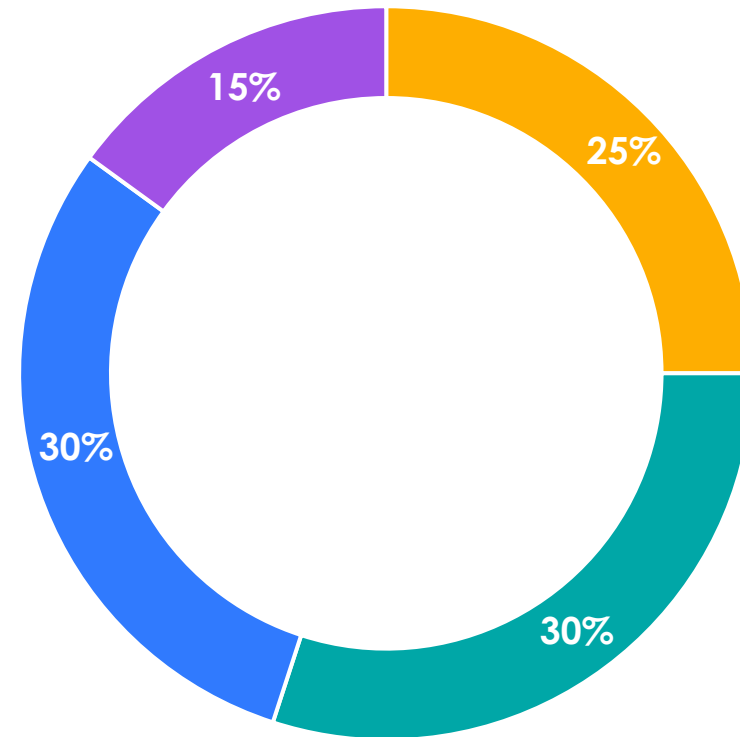
When you want to share some specific corporate news, or from another country, we recommend you repost this, adding your own little text to the repost.

In that way, the account from which you've reposted also gets more visibility, and your targets don't think that the news comes from your country.

Number of posts and breakdown of the editorial line

TO BE EFFICIENT ON LINKEDIN, WE RECOMMEND THAT YOU POST AT LEAST TWICE AND UP TO 5 TIMES A WEEK.

Of course, this is a rough guideline; depending on your activity you can sometimes post more, but you should never post less than 2 times a week.



**INSIDE
VERALLIA**



The editorial line for Instagram

Instagram should be considered more for speaking to talents and the general public. On the platform, you can have a more B2C communication, be more creative, cover wider topics. Remember, it's a visual platform so we must create visual and inspiring content. Here are the editorial pillars we recommend to follow

**WHAT WE
STAND FOR**



FUN & GAMES



Editorial pillar n°1: what we stand for

**THE SAME EDITORIAL PILLAR AS ON LINKEDIN. THE GOAL IS THE SAME:
PROMOTING WHAT WE BELIEVE IN AND SHOWING CONCRETELY
WHAT WE STAND FOR.**

Showcase your local actions, highlight the company's commitments, share content for your partners, show the people of the company who are engaged in the causes we stand for, etc.



Editorial pillar n°1:

sub-topics

- Innovations/actions to make our products and production processes more sustainable
- Local actions to promote recycling / sustainability
- Local partnership with public institutions or charities
- Promoting local NGOs or charities
- Showing that our talents are also committed
- Etc.



Here you can use the same post ideas as on LinkedIn.

Editorial pillar n°2: inside Verallia

A UNIQUE WORKPLACE FILLED WITH WONDERFUL PEOPLE THAT DO INCREDIBLE THINGS AND ALL HAVE STORIES TO TELL, THIS IS THE WORLD OF VERALLIA.

The goal of this pillar is to show what it's like to work at Verallia (the different jobs, plants, everyday life, etc.) and to highlight our talents (portraits, stories at Verallia, their know-how, etc.).



Editorial pillar n°2: sub-topics

- Talents of the company
- Behind the scenes
- A day in the life of...
- The different jobs in the company
- The stories people tell at Verallia
- Etc.



Ideas of posts: meet _____

CONCEPT

A post to spotlight your employees and share who they are outside of work (their hobbies, their favourite food, song, countries, etc.). The goal is to bring a personal touch and show more of the human side of our employees.

WHEN TO USE IT

To promote an employee

FORMAT

Single image or carrousel

Meet

Lucie

Lorem ipsum dolor,
Paris

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed do
eiusmod tempor
incididunt ut labore et
dolore magna aliqua. Ut
enim ad minim veniam,
quis nostrud exercitation
ullamco.



Ideas of posts: we care @verallia

CONCEPT

Verallia invests a lot in offering the best possible work environment for its employees. This post idea is designed to allow you to share the local initiatives taken to fulfil this mission.

WHEN TO USE IT

To share local initiatives caring for employee well-being.

FORMAT

Single image or carousel

A photograph of two construction workers wearing yellow hard hats and orange safety vests. The image is partially obscured by a large teal circle on the left side, which contains the text. The workers are looking towards the right, and the background is slightly blurred.

**Investir pour
garantir la
sécurité de
nos équipes**

Editorial pillar n°3: fun and games

FINALLY, BECAUSE WE'RE ON INSTAGRAM, WE CAN BE A LITTLE MORE OPEN ON OUR EDITORIAL LINE AND CREATE CONTENT DESIGNED TO ENTERTAIN OUR FOLLOWERS.

With this pillar, you will be able to create content that is not designed to promote the company or its activities, but rather to entertain and engage your community: funny posts, pop culture posts, etc.



Editorial pillar n°3: sub-topics

- Newsjacking (cultural events, etc.)
- International days
- Public holidays
- Funny posts about glass
- Games format
- Quiz
- Etc.



Ideas of posts: glass fun facts

CONCEPT

People use it every day, yet there's so much they don't know about glass. Let's show them why glass is such a unique material by sharing fun facts about it (the science behind it, the history, etc.)

WHEN TO USE IT

To promote glass.

FORMAT

Carrousel

GLASS FUN FACTS



**Do you
know how
glass
is made?**

Ideas of posts: it's quiz time

CONCEPT

Do people really know glass? Do they know Verallia? Do they know how we produce glass? Let's find out with this post idea based on creating a quiz to challenge your followers.

WHEN TO USE IT

Whenever you want to engage with your fans.

FORMAT

Stories using quiz sticker



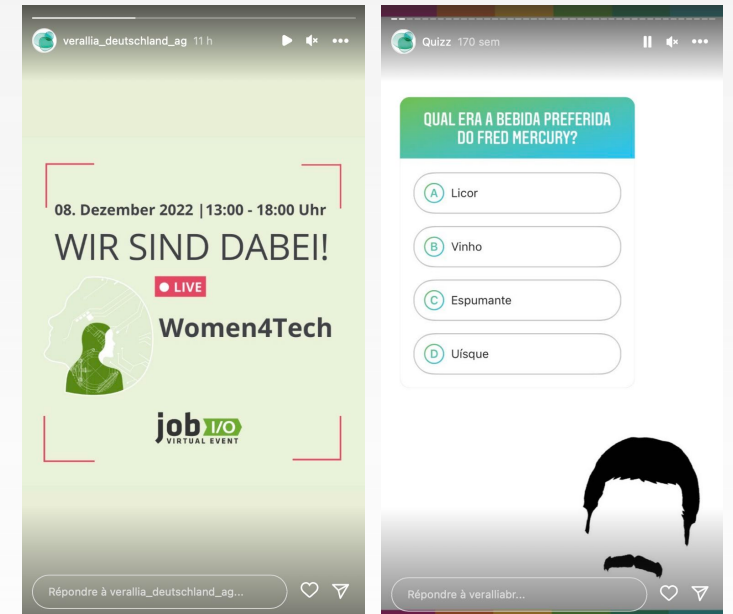
Feed vs stories?

On Instagram you have two “spaces” where you can share content: in your stories or your feed.

WE RECOMMEND TO USE BOTH AS THEY'RE COMPLEMENTARY AND WILL ALLOW YOU TO USE THE PLATFORM AT ITS FULL POTENTIAL



Feed for high quality
& everlasting content

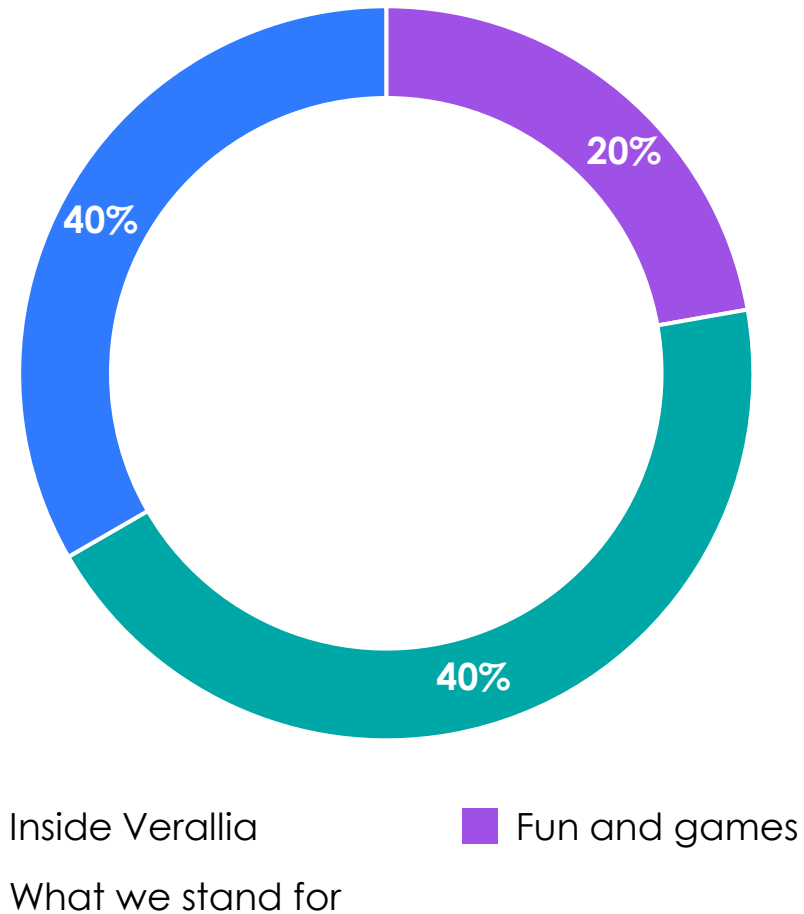


Stories for ephemeral content
& interactions

Number of posts and breakdown of the editorial line

ON INSTAGRAM, THE BARE MINIMUM IS TO POST ONCE A WEEK IN YOUR FEED AND TWICE A WEEK IN YOUR STORIES.

The right frequency would be 3 times in your Feed and at least 4 times in your Stories (every 2 days).



SOME GUIDELINES ON WRITING EFFECTIVELY

In this section, we're going to give you some tips on how to write more engaging and "social" posts.

04

How to write more engaging texts for social media?

While there is no magic formula for creating engaging articles, some writing tips may help you write catchy copy for your posts:

01

Make it impactful

03

Make it visual

04

Make it personal

05

Make it interesting

Make it impactful

AS YOUR SOCIAL MEDIA POSTS ARE COMPETING WITH HUNDREDS OF OTHERS TO GRAB THE ATTENTION OF YOUR FOLLOWERS, IF YOU WANT THEM TO BE ENGAGING THEY MUST BE IMPACTFUL RIGHT FROM THE FIRST SENTENCE.

To do this, try starting your posts with a strong hook. Here are some ideas:

- Use a pun or a funny sentence
- Share an inspiring quote
- Ask a question (do you want to ...?)
- Use the “list” formula (3 things you didn’t know about ..)
- Offer a solution (want a bottle that reflects your brand?)
- Etc.

THE GOAL IS TO HAVE A SUPER CATCHY FIRST SENTENCE.



Make it impactful

ANOTHER WAY TO MAKE YOUR POST IMPACTFUL IS TO KEEP IT AS CLEAR AS POSSIBLE. DON'T TRY TO SAY TOO MANY THINGS OR GIVE TOO MUCH INFORMATION IN ONE POST. ALWAYS BEAR THE FOLLOWING RULE IN MIND: 1 POST – 1 KEY MESSAGE.

While limiting the length of your texts (2/3 lines maximum) may help you keep them clear, short doesn't necessarily means better on social media. Sometimes, longer texts can generate more engagement, it all depends on the topic and the quality of your text.

So, don't hesitate to play with the length of your texts, depending on the topic you're talking about.



Example

⚡ As part of the Group's #CSR strategy, Verallia Italia announces the collaboration with EDP Energia Italia, one of the world leaders in the production of energy from renewable sources, for the installation of 5 photovoltaic systems.

The equipped plants will thus be able to reduce their CO2 emissions by approximately 8,000 tonnes per year. 🌍



Ready, steady... GO GREEN 🏆

Verallia Italia announces the collaboration with EDP Energia Italia, one of the world leaders in the production of energy from renewable sources, for the installation of 5 photovoltaic systems ⚡

This will allows the plants equipped to reduce their CO2 emissions by approximately 8,000 tonnes per year

Make it visual

THE LAYOUT OF YOUR TEXT IS ALSO VERY IMPORTANT TO MAKE PEOPLE WANT TO READ YOUR POSTS.

Try to avoid as much as possible long blocks of text. There are various elements you can use to make your texts more visually appealing:

- Spaces and line breaks
- Bullet points
- Emojis
- Punctuation marks
- Hashtags

REGARDING EMOJIS, PUNCTUATION MARKS AND HASHTAGS: USE THEM WISELY. Never put various punctuation marks one after another (i.e.: !!!!, don't use more than 3 emojis (rough guideline) on your texts. The same goes for hashtags on LinkedIn. On Instagram you can use more, up to 10).



Focus on the emojis

- Emojis can be used even if in a B2B context. They've become a common element in any communication context
- Emojis are a great way to convey emotions (happiness, surprise, fear, etc.) and to structure your texts
- Only use “positive” emojis and avoid those that can have a negative meaning (see list below)
- Don't use emojis just for the sake of it. They must always bring something to your text.



Example

🌍 It's European Sustainable Development Week!

At Verallia, the fight against global warming involves one ambition: to drastically reduce our CO2 emissions. The Group is already committed to this trajectory, with a target of 46% reduction in 2030 compared to 2019 for scopes 1 and 2!

Do you know the emission scopes and how our teams are mobilising to achieve this ambition? Find out in this animation!



It's European Sustainable Development Week!

🌍 At Verallia, the fight against global warming involves one ambition: **to drastically reduce our CO2 emissions!**

📖 The Group is already committed to this trajectory, with a **target of 46% reduction in 2030** compared to 2019 for scopes 1 and 2!

Do you know the emission scopes and how our teams are mobilising to achieve this ambition? Find out in this animation 🖱️

Make it personal

TO BE ENGAGING, YOUR POSTS MUST CREATE A CONNEXION WITH THE READERS. THERE ARE VARIOUS WAYS OF ACHIEVING THIS:

- Be conversational in your texts (ask direct questions, use the active form, etc.)
- Make references to local events: holydays, weather, local news etc.
- Talk about common situations encountered by you readers
- Use terms or sentences designed to create a sense of community (we, together, don't we all, etc.)

The goal is to make your readers **feel close to your brand**. They must feel **like it's another human being** talking to them and not just a company.



Example

Glass can be trusted to shield and protect any food or beverage, keeping the quality as originally intended 🛡️

That's why:

- 65% of consumers choose products in glass because of the taste preservation and quality credentials (InSites).
- 72% of consumers are influenced by packaging design when selecting which products to buy (WGSN).
- More than 7 in 10 consumers find glass packaging to be the highest quality container available on the market (Newton Market Research survey).



Do you find that food tastes better when stored in glass packaging?

Well you're not the only one!

A recent study found that 65% of consumers choose products in glass because of the taste preservation and quality credential 😊

🔗 Click here to discover how glass packaging can add value and quality to your product: <https://lnkd.in/eHgNV6yP>

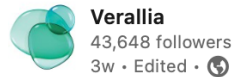
Make it interesting

OBVIOUS PERHAPS, BUT STILL TO BE KEPT IN MIND: MAKE YOUR POST INTERESTING TO READ. A GOOD QUESTION TO ASK YOURSELF IS "WOULD THIS POST INTEREST ME?"

- Try to avoid purely descriptive texts as much as possible
- (A simple announcement, a factual statement, etc.).
Use humour, give key figures, try to make your readers guess the information you want to deliver, tease, etc.
- In other words, try to add value to your texts in order to make them interesting for your followers.



Good example



🏆 "Flute Gothic", the wine bottle produced by [Verallia France](#) in Albi for [Domaines Paul Mas](#) wins the [Formes de Luxe](#) 2022 award organized by [Luxe Packaging Insight](#), in the "Wine & Spirits Bottles" category.

The Flute Gothic bottle is a creation from the 2018 "going green" edition of the Verallia Design Awards France, the student design contest organized to unveil the creativity of glass material. The engraving, the weight (600 grams), the place of production (close to the producer's winery): each step was developed with eco-design in mind, thus meeting the producer's wishes.

The award was presented at a ceremony attended by Coralie Grave, representing the marketing team of Domaines Paul Mas, [Elena Andía Villanueva](#), marketing director Selective Line at Verallia and [CHRISTOPHE FERRAZZI](#), market director for South Wines at Verallia France. The young designers, [Clara Chanteloup](#) and [Maxence de Cock](#), creators of the bottle also attended the event.

According to [Alissa Demorest](#), editorial director Luxe Packaging Insight, Formes de Luxe, "The faceted design of this wine bottle really stood out, together with the fact it weighs in at just 600g. This kind of innovation for industrial runs was also applauded by our jury."

Click here to discover all the award winners 📌
https://lnkd.in/e_jaGWAq

Other things to keep in mind

- **Always proofread your texts.** A grammar or spelling mistake can be very damaging for your brand. Don't use abbreviations, SMS language or slang / familiar terms.
- If you have to add a link in your text be sure to shorten it (LinkedIn does it automatically).
- Don't go over the top with punctuation marks, emojis or hashtags.
- **Don't be too formal or familiar.** Remember that you're managing a company account, but that people are more likely to engage with you if they feel like they're talking to someone.

HOW TO CREATE GOOD CONTENT?

In this section, we will talk about the **graphic templates** at your disposal and how you can use them.

We will also give you information about the different **type of formats** that you can use on social media depending on your NEEDS.

05

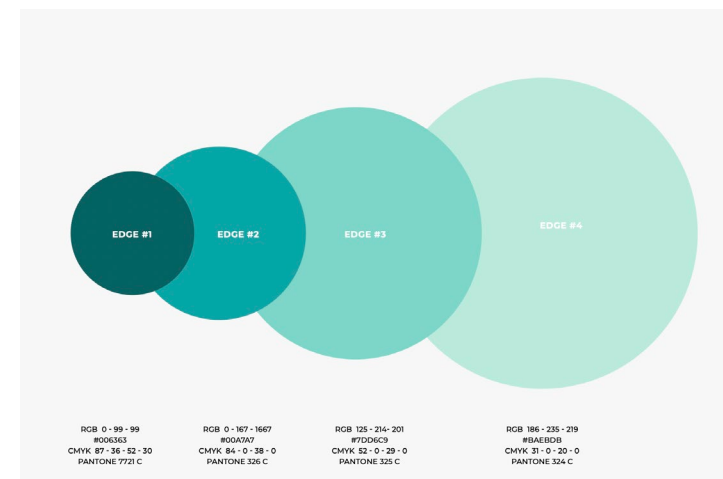
Ready-to-use graphic templates

Building on the post ideas in section n°3, here is an overview of the graphic templates designed for you to create your own local content.

Reminder: colour usage

While the graphic charter includes a variety of colours, some rules should be followed when it comes to using them on social media, according to the topic of your post:

- For the background, you must always use Verallia's "edge" green. You can use the different variations or mix it with some white.
- Depending on the post topic (sustainability, people, glass production process, etc.) you can change the colour of the titles of the templates but ONLY the colour of the text, nothing else.



LinkedIn templates



Template “product focus”

THIS TEMPLATE IS TO BE USED WHEN YOU WANT TO PROMOTE A PRODUCT FOR YOUR LOCAL MARKET.

There are two variations of the template, one to create a single image (when you only have one thing to promote) and one to create a carousel (when you want to highlight different aspects of the product).



Template “product focus”

THIS TEMPLATE IS TO BE USED WHEN YOU WANT TO PROMOTE A PRODUCT FOR YOUR LOCAL MARKET.

There are two variations of the template, one to create a single image (when you only have one thing to promote) and one to create a carousel (when you want to highlight different aspects of the product).

VERSION 2
single image

**Lorem ipsum dolor
sit amet consetetur
aliquam**

Eco1 Conica Baja
Height (mm/in) 298 / 11.73
Weight (g/oz) 420 / 14.81

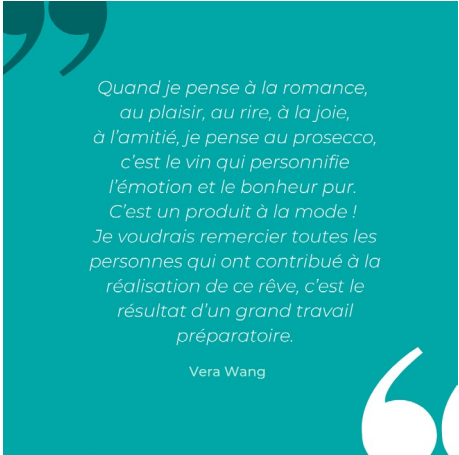
Consectetur adipiscing elit, sed do eiusmod
tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minim veniam, quis nostrud
exercitation ullamco laboris nisi ut aliquip ex ea
commodo consequat.



Template “success stories”

**YOU CAN USE THIS TEMPLATE WHEN YOU WANT TO SHARE A LOCAL SUCCESS STORY:
A PROJECT FOR A CUSTOMER, AN INTERNAL PROJECT, AN INNOVATION, ETC.**

In this template you have various screens that you can use depending on the content at your disposal (quotes, figures, just text to explain the success story, etc).

			
SCREEN 1 name or logos of the success story	SCREEN 2 key figures and/ or text + picture	SCREEN 3 picture + quote or just text	SCREEN 4 quote

Template “testimony”

THIS IS A TEMPLATE TO USE WHEN YOU WANT TO SHARE A QUOTE FROM A CUSTOMER, A SPOKESMAN OF THE COMPANY, AN INTERNAL EXPERT, ETC.

There are two variations: one with and one without a picture.



VARIATION 1
quote + picture



VARIATION 2
quote only

Template “key figure”

THIS TEMPLATE CAN BE USED WHEN YOU WANT TO SHARE A FIGURE RELATED TO VERALLIA'S ACTIVITIES AT LOCAL LEVEL (NUMBER OF BOTTLES RECYCLED, OF CSR PROJECTS, ETC.).

Depending on the topic of the post, you can change the colour of the figure (see slide “colours to use” for more information).



VARIATION 1
figure + text + picture



VARIATION 2
figure + text

Template “everyday heroes”

THIS IS A TEMPLATE TO USE WHEN YOU WANT TO SHARE A QUOTE FROM A CUSTOMER, A SPOKESMAN OF THE COMPANY, AN INTERNAL EXPERT, ETC.

There are two variations: one with and one without a picture.



Template “on the ground”

THIS IS A SIMPLE TEMPLATE THAT YOU CAN USE WHEN YOU WANT TO SHARE PICTURES OF A LOCAL SUSTAINABLE EVENT AND MAKE THEM STAND OUT IN THE LINKEDIN NEWSFEED.

It's a simple filter that you can add to the pictures. We've created two versions of the filter that you can use depending on the pictures at your disposal.



VARIATION 1
circle



VARIATION 2
glass drop

Template “spotlight on”

YOU CAN USE THIS TEMPLATE WHEN YOU WANT TO SPOTLIGHT A LOCAL CSR PROJECT, A PARTNER WITH WHOM YOU ORGANISE EVENTS (GLASS COLLECTS FOR INSTANCE), ETC.

As with the "success stories" template, we've created various "screen" options that you can use depending on the information you want to share



SCREEN 1
title



SCREEN 2
title + text



SCREEN 3
picture + quote or text
(but in that case delete the ")



SCREEN 4
picture + key figure
and text

Template “it happened @verallia”

THIS TEMPLATE IS DESIGNED TO ALLOW YOU TO SHARE AN EVENT TAKING PLACE AT VERALLIA (AN OFFICIAL VISIT, A TRAINING COURSE, A NEW INSTALLATION, ETC.).

It's in carrousel format, the idea being to use the first screen (the title screen) to give information about the event (the date, the title, etc.) and then add, in the other screens, pictures of the event.



4ème session 2022 du stage

« Découverte du Process Verrier »

Chez Verallia France, cette formation est une étape clé du parcours d'intégration ! Tous les ans, ce sont plus de soixante nouveaux cadres opérant en usines et au siège de la Défense qui assistent à ce stage organisé et animé par les équipes du Centre de Formation de Verallia France, basé à Chalon-sur-Saône.

4ème session 2022 du stage

« Découverte du Process Verrier »

Chez Verallia France, cette formation est une étape clé du parcours d'intégration ! Tous les ans, ce sont plus de soixante nouveaux cadres opérant en usines et au siège de la Défense qui assistent à ce stage organisé et animé par les équipes du Centre de Formation de Verallia France, basé à Chalon-sur-Saône.

TITLE SCREEN VARIATION 1

text + picture

TITLE SCREEN 2

text only

Template “announcement”

YOU CAN USE THIS TEMPLATE WHEN YOU HAVE AN IMPORTANT LOCAL ANNOUNCEMENT TO SHARE.

We've created two versions, one with a blank space for logos if you need to add one to the announcement, and one without the blank space.

**Verallia France adhère à la
démarche FRET21 et devient le
premier verrier engagé pour
réduire ses émissions de CO2 liées
aux transports !**

En adhérant volontairement au dispositif FRET21 du programme EVE (Engagement Volontaire Pour l'Environnement) de l'ADEME, nous nous engageons à réduire de 5 % nos émissions de CO2 liées aux transports de marchandises d'ici 2025 - soit l'équivalent de plus de 3 500 tonnes de CO2.

VARIATION 1
text only

**Verallia France adhère à la
démarche FRET21 et devient le
premier verrier engagé pour
réduire ses émissions de CO2 liées
aux transports !**

En adhérant volontairement au dispositif FRET21 du programme EVE (Engagement Volontaire Pour l'Environnement) de l'ADEME, nous nous engageons à réduire de 5 % nos émissions de CO2 liées aux transports de marchandises d'ici 2025 - soit l'équivalent de plus de 3 500 tonnes de CO2.



VARIATION 2
text + space for logos

Template “save the date”

YOU CAN USE THIS SPECIFIC TEMPLATE WHEN YOU WANT TO TALK ABOUT AN UPCOMING EVENT.

This is in carrousel format, the idea being to use the first screen to give all the information about the event (name, dates, etc.) and add a second (using the same template) to give additional information (guests, program, etc.).

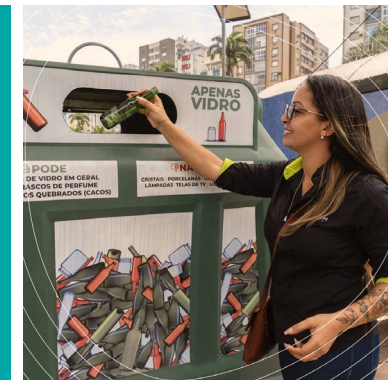
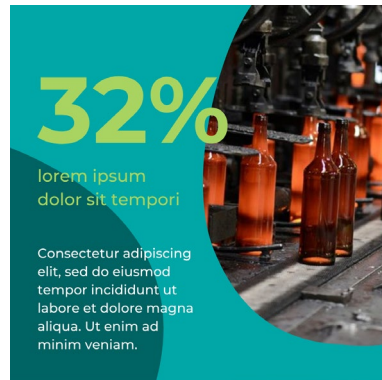


Instagram templates



Template "key figures", "everyday heroes", "on the ground", and "spotlight on"

ALL THESE TEMPLATES ALREADY BEING PRESENT ON LINKEDIN, WE'VE CREATED A SPECIFIC VERSION OF THEM ON CANVA SO THAT YOU CAN ALSO USE THEM ON INSTAGRAM.



Template “meet _____”

THIS IS A TEMPLATE YOU CAN USE WHEN YOU WANT TO HIGHLIGHT AN EMPLOYEE VIA A PORTRAIT.

The idea is to write a small text presenting the employee, his/her hobbies or passions, his/her work, etc. For this to really work, the format needs to include a photo of the employee.



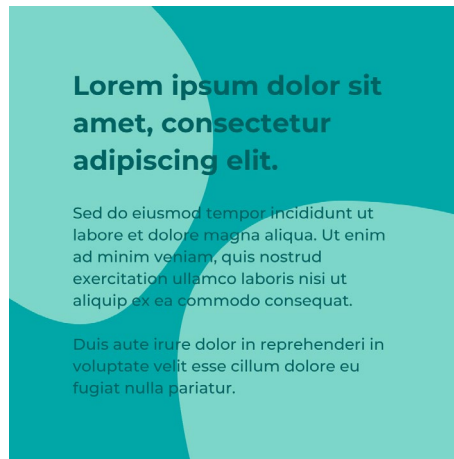
Template “spotlight on”

YOU CAN USE THIS TEMPLATE WHEN YOU WANT TO SPOTLIGHT A LOCAL CSR PROJECT, A PARTNER WITH WHOM YOU ORGANISE EVENTS (GLASS COLLECTS FOR INSTANCE), ETC.

As with the "success stories" template, we've created various "screen" options that you can use depending on the information you want to share.



VARIATION 1



VARIATION 2



VARIATION 3



VARIATION 4



VARIATION 5

Template “glass fun facts”

THIS IS A TEMPLATE THAT YOU CAN USE TO CREATE FUNNY AND ENTERTAINING CONTENT ABOUT GLASS (SHARE POSSIBLE EXPERIMENTS, ANECDOTES ABOUT GLASS, EXPLAIN HOW IT'S CREATED, RECYCLED, ETC.).

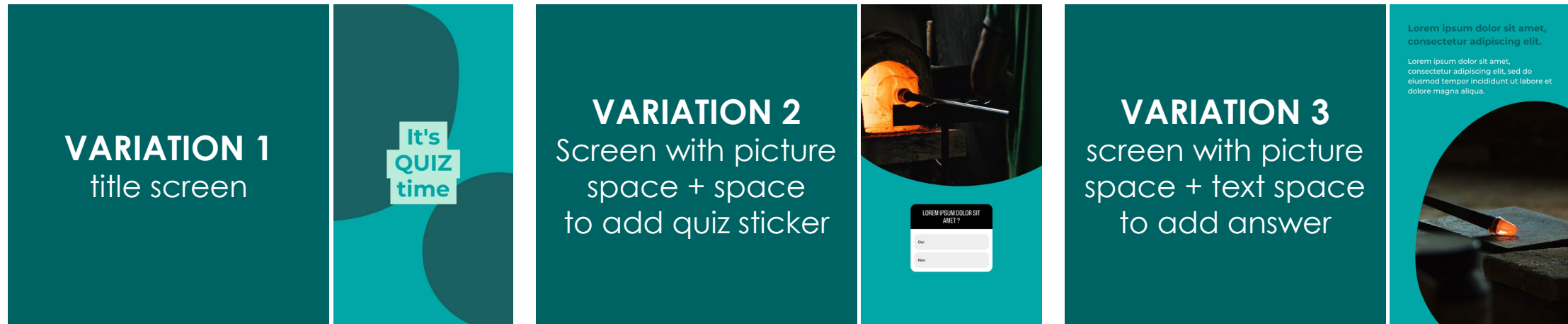
As for the previous template, we've created various screens to use depending on the information to be shared.



Template “it’s quiz time”

THIS IS A TEMPLATE TO CREATE QUIZZES ON INSTAGRAM USING THE STORIES FORMAT.

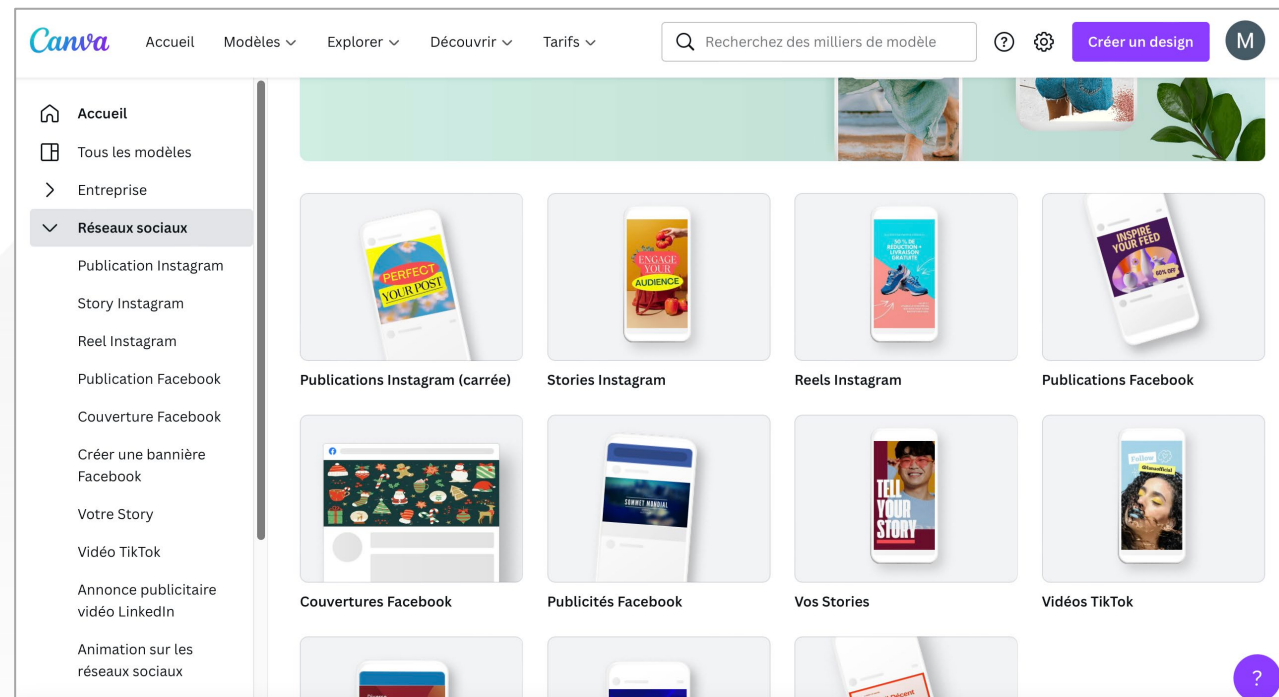
The idea is for you to use the backgrounds provided and then, directly on Instagram, add the quiz stickers and other elements to make your story more engaging (GIFs, etc.).



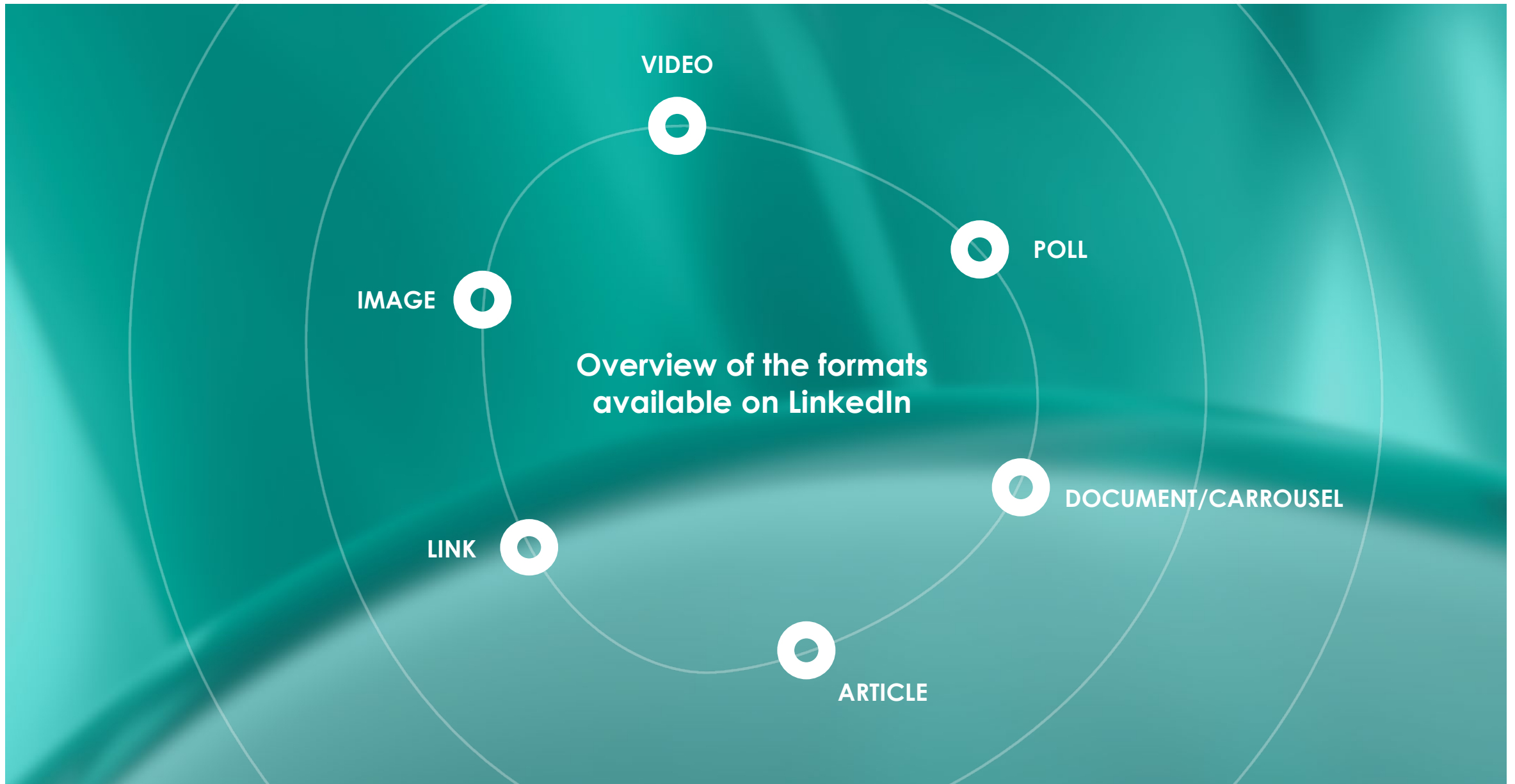
Canva: your tool to create content

WE'VE SUBSCRIBED TO AN ONLINE TOOL CALLED CANVA TO MAKE IT EASIER FOR YOU TO CREATE CONTENT FOR YOUR ACCOUNTS, WITHOUT HAVING TO MASTER SOFTWARE LIKE PHOTOSHOP.

On this tool you will also find all the graphic templates presented here and will be able to use the according to your needs. If you have any questions, contact the corporate communication team.



Now that we've seen the templates created for you,
**let's go over the different type of formats that you
can use on social media and give you some tips
on how and when to use them**



Image

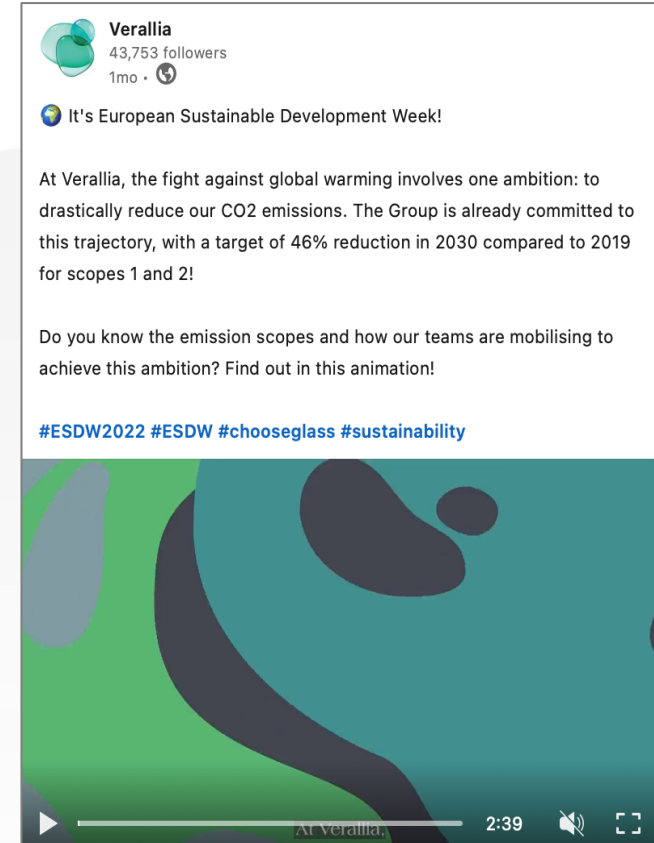
TIPS

- Whenever possible, try to use images/photos that work in synergy with your text and are not only an illustration of it.
- You can add text to your images - just make sure that it's readable.
- You can add various pictures to your post if needed.

WHEN TO USE IT?

- This format can be used for nearly every purpose: product promotion, event, talent highlight, behind-the-scenes presentation of your company, etc.

PRODUCTION RESOURCES REQUIRED



DISCLAIMER: this is just an example to illustrate the format. It is not to be reproduced

Video

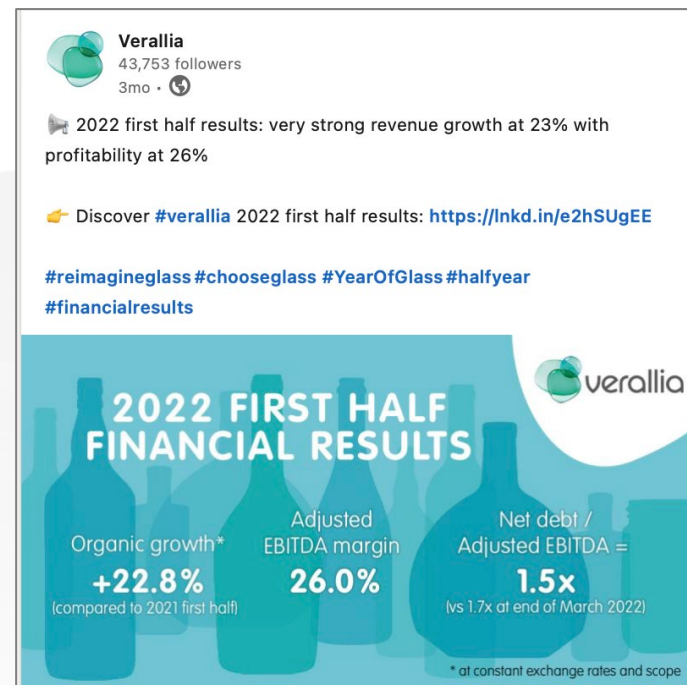
TIPS

- Uploading your video directly on your post (not embedded via YouTube or Vimeo) will give it more visibility
- Try to keep it short between 1min. and 2'30 (of course, depending on the content, you can go beyond this time, but the engagement rate will drop).
- Add subtitles whenever possible

WHEN TO USE IT?

- Great to show your company culture, for interviews, to promote your expertise (showing, for instance, how a product is made), etc.

PRODUCTION RESOURCES REQUIRED



DISCLAIMER: this is just an example to illustrate the format. It is not to be reproduced

Poll

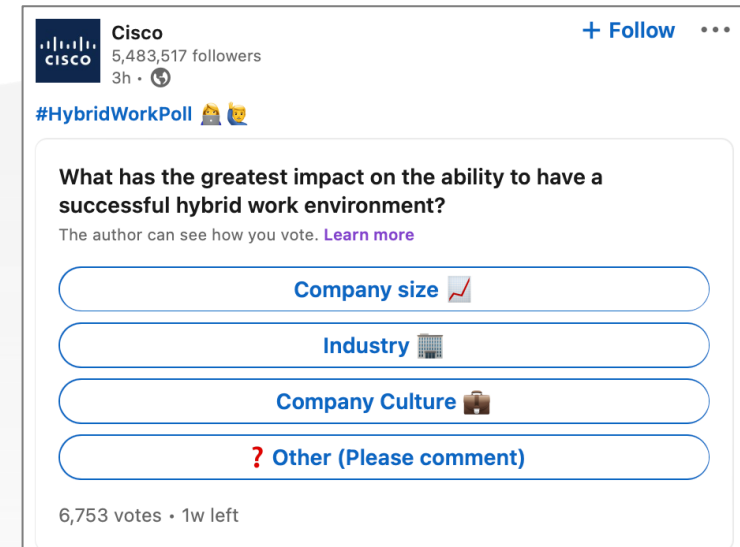
TIPS

- Keep your questions short and very clear to maximize responses.
- Use the four-answers option whenever possible.
- Follow-up after the poll with a post summarizing the insights gathered.

WHEN TO USE IT?

- When you want to engage your followers by using this format as a quiz for instance.
- When you want to collect opinions and insights on a specific topic

PRODUCTION RESOURCES REQUIRED



DISCLAIMER: this is just an example to illustrate the format. It is not to be reproduced

Link

TIPS

- Shorten the URL of the link in your post and add it at the end.
- If required, credit or mention the sources from which the content is being shared.
- Add a text to your post (never post a link only, without adding some text)

WHEN TO USE IT?

- When you want to redirect the readers to another website/resource
- When you want to use a media article for instance, or one from another website.

PRODUCTION RESOURCES REQUIRED



DISCLAIMER: this is just an example to illustrate the format. It is not to be reproduced

Article

TIPS

- This format allows you to write full articles that are published on LinkedIn and that you can promote on your page.
- The same tips apply here for writing effective posts: layout, titles, etc.
- Take time to write the best possible piece of content so that it really stands out and says something.

WHEN TO USE IT?

- Great to use if you want to build leadership in your segment or share in-depth information on a specific topic.

PRODUCTION RESOURCES REQUIRED



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Document/carrousel

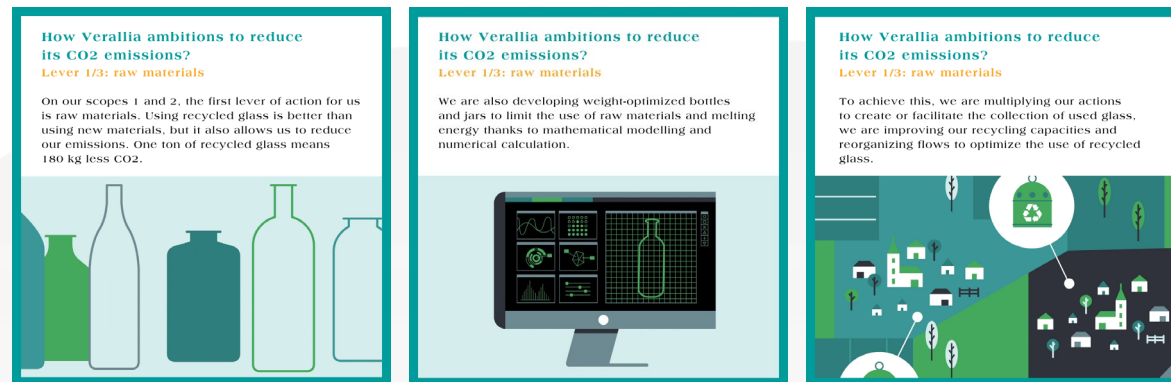
TIPS

- Build your carrousel like a story with each page providing further information.
- You can add text onto your images but be sure to keep it all readable.
- If relevant add your CTAs (at the end of your carrousel).
- Make sure that your images have the right format and are high-quality.

WHEN TO USE IT?

- Great to go in-depth on a specific topic (for instance presenting a product, an expertise).

PRODUCTION RESOURCES REQUIRED



DISCLAIMER: this is just an example to illustrate the format. It is not to be reproduced

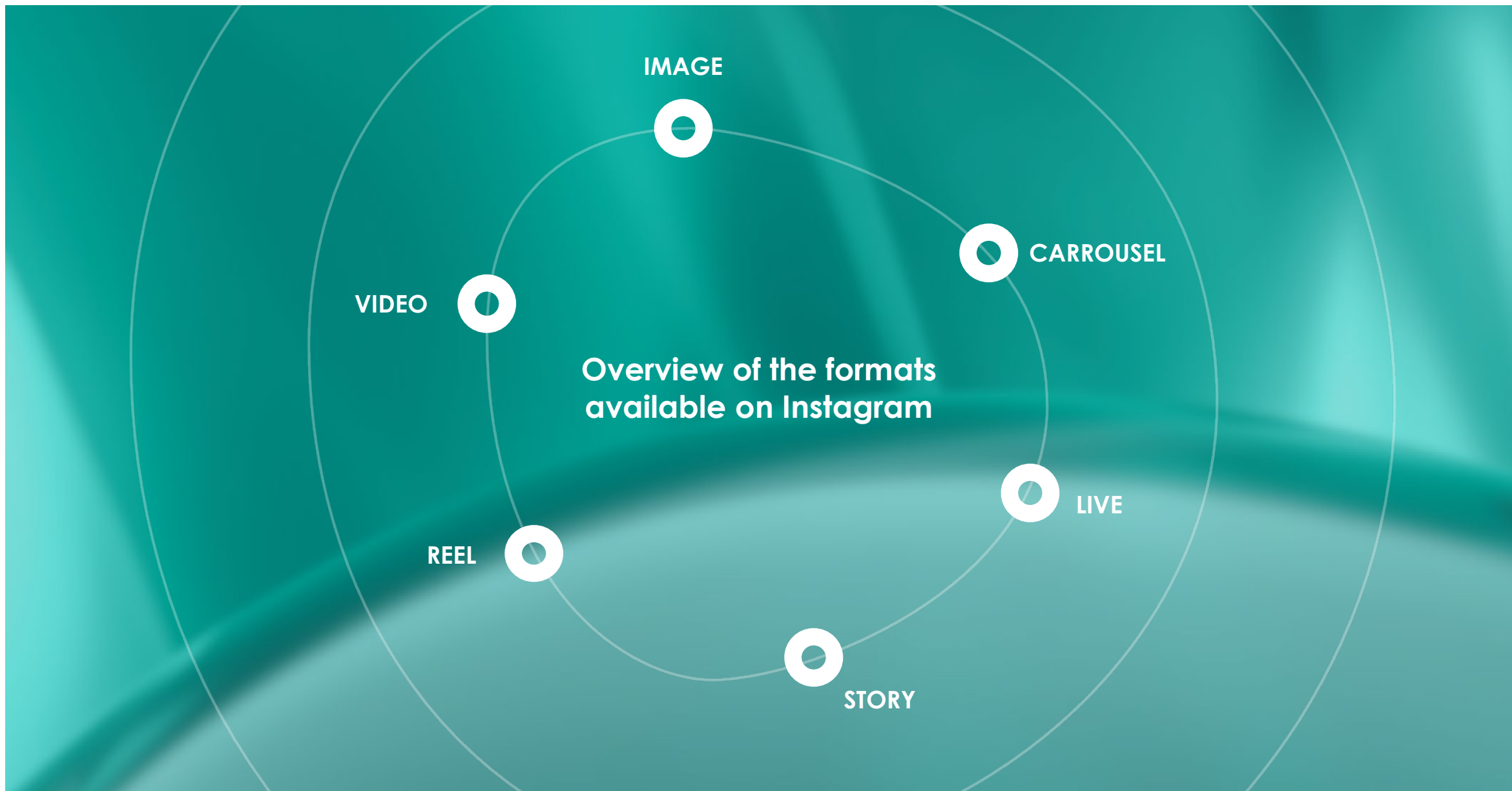


Photo (feed)

TIPS

- Instagram is a visual social network, that's why, more than any other social network, you need to have high-quality photos/images.
- Don't hesitate to edit your images/photos.
- Use this format for high-quality or inspirational content and not for events or announcements, for instance.

WHEN TO USE IT?

- This format can be used for nearly every purpose).

PRODUCTION RESOURCES REQUIRED



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Carrousel (feed)

TIPS

- The same tips as for photos. Carrousels on Instagram are just a series of photos.
- Start your carrousel with a CTA or a text (e.g.: discover our new collection of bottles for ...).
- Make sure that all the photos on the carrousel have the same "visual style".

WHEN TO USE IT?

- Videos are great when you want to promote your products, highlight your talents, showcase a specific expertise, etc.

PRODUCTION RESOURCES REQUIRED



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Video (feed)

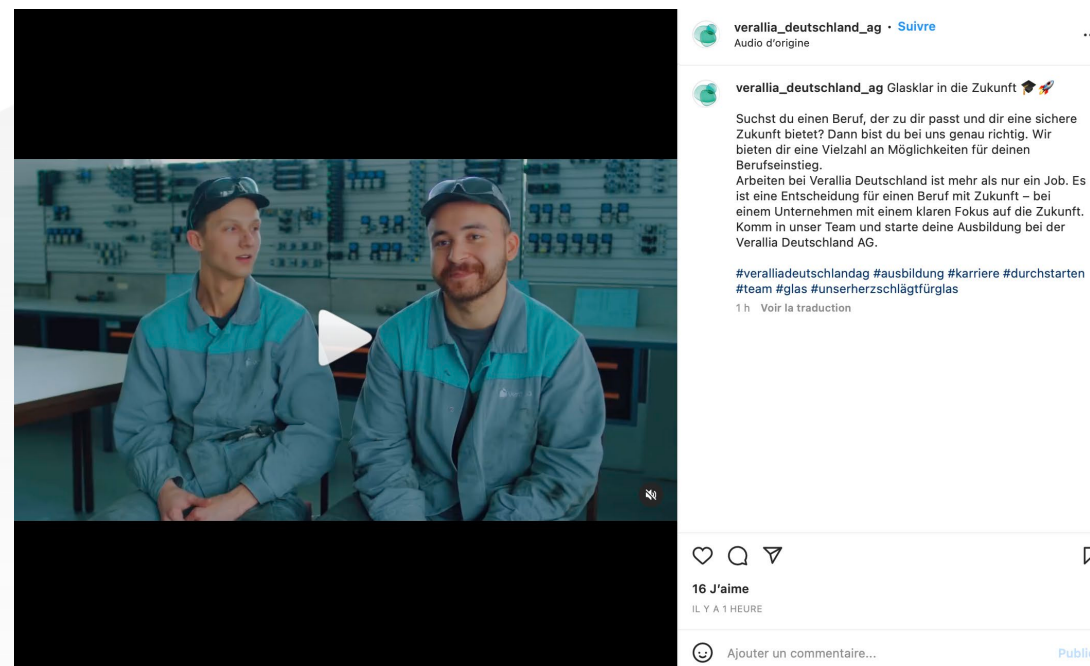
TIPS

- Try to keep your videos short (between 1 minute and 2'30).
- Whenever possible, add subtitles to your videos (most people watch videos without the sound on Instagram).
- Quality is very important for videos (more than stories or reels).

WHEN TO USE IT?

- Videos are great when you want to promote your products, highlight your talents, showcase a specific expertise, etc.

PRODUCTION RESOURCES REQUIRED



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It is not to be reproduced

Video (feed)

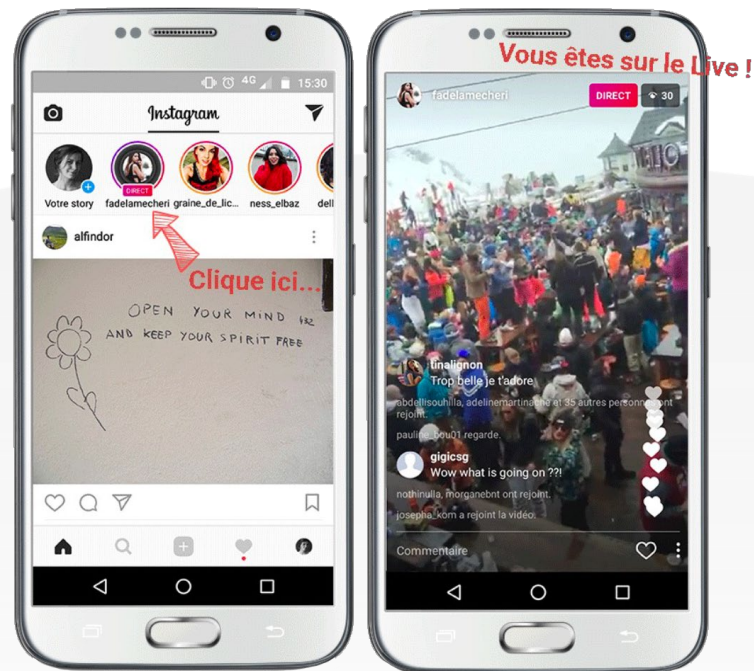
TIPS

- Prepare you live beforehand and if you can, rehearse.
- Prepare your equipment (light, microphone and extra batteries).
- Announce your live a few days before (1 week, then 1 day).
- In terms of length, keep between 10 minutes and 20/30 minutes max.

WHEN TO USE IT?

- When you want to cover an event or for big occasions <(product launches, for instance).

PRODUCTION RESOURCES REQUIRED



DISCLAIMER: this is just an example to illustrate the format. It is not to be reproduced

Stories (feed)

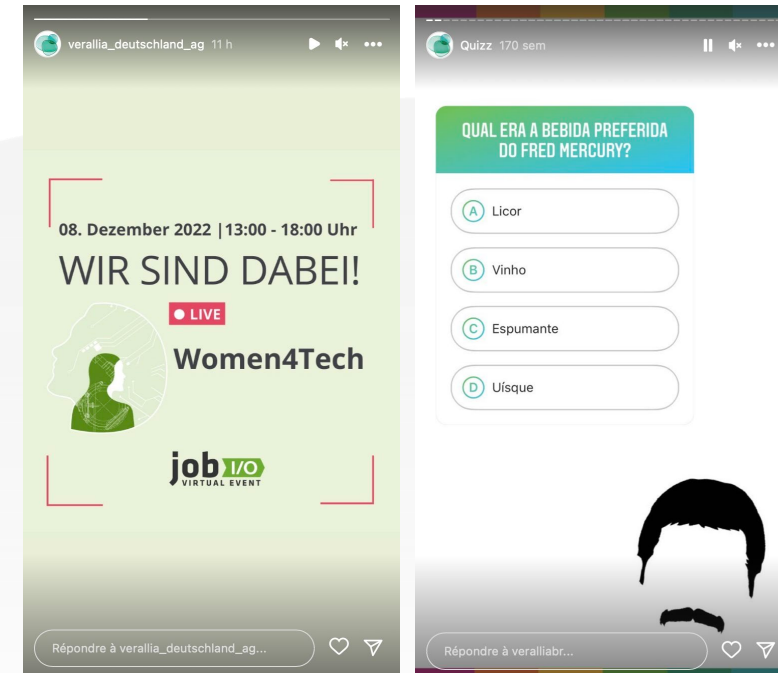
TIPS

- Instagram has merged all the different video formats (video, reels, IGTV) under the same section: video.
- You can still create Reels - they will just be accessible in the same section as videos.
- Even if you can go up to 60s seconds, keep your Reels short.
- Quality is important, though not as much as for videos.

WHEN TO USE IT?

- Events, interactions with your followers, official announcements... there are a lot of applications).

PRODUCTION RESOURCES REQUIRED



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Reels

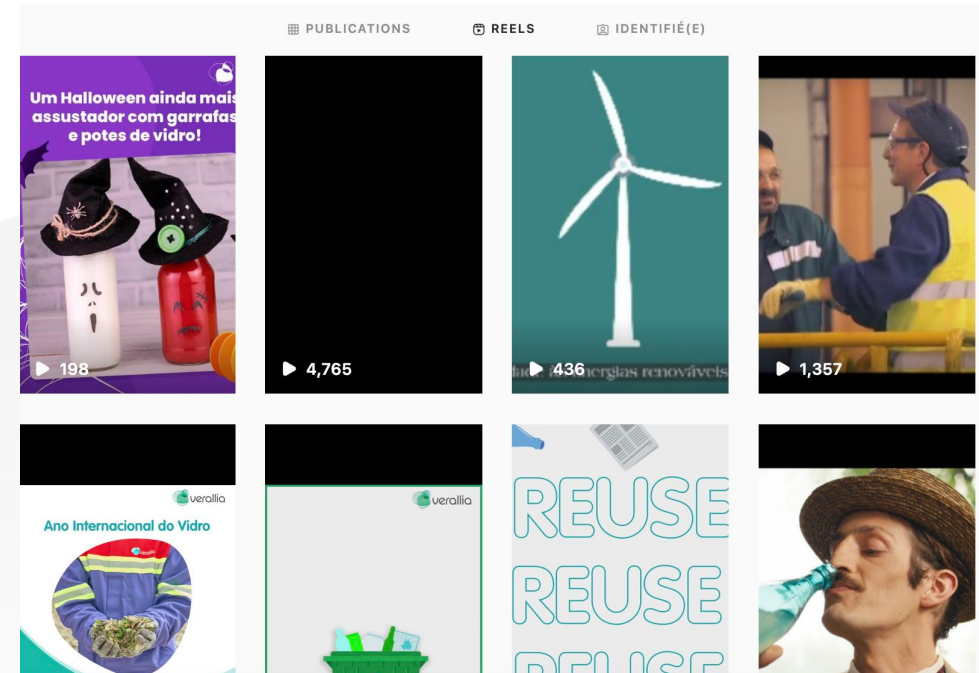
TIPS

- Because they're ephemeral, Stories don't need to be as qualitative as videos or photos in your feed. However, it is still important to have the best quality possible.
- Don't be scared of using the features offered by the Instagram creation tool (stickers, etc.)
- Stories are a great tool to promote your feed (for instance, when you post a new photo / video to share on your story).

WHEN TO USE IT?

- Reels are great for short entertaining and dynamic content (fun video, creative content about glass, etc.).

PRODUCTION RESOURCES REQUIRED



DISCLAIMER: this is just an example to illustrate the format. It is not to be reproduced

Choose the right format depending on your goal

VISIBILITY

- Video(s)
- Stories
- Reels
- Articles

ENGAGEMENT

- Images
- Polls
- Stories
- Celebrations
- Lives
- Carousel

TRAFFIC/CONVERSION

- Carrousels
- Links
- Stories

HOW TO ENGAGE YOUR COMMUNITY?

In this section, we're going to give you tips on how to get your followers more engaged and get them to interact with your content.

Never forget the “social” in “social media”



Interactions on social media

THE MORE IT WILL BE SHARED AND
VISIBLE ON THE PLATFORMS.

ENGAGEMENT LOOP =

MORE
VISIBILITY

MORE
INTERACTIONS

MORE
DISTRIBUTION

4 ways to engage your followers

The best way to engage your followers is to create the best possible content. However, there are some best practices that you can use to foster engagement and interactions

01

Conversation starters

02

Specific formats

03

Games

04

Newsjacking

Conversation starters

AS INDICATED IN SECTION N°4 (WRITING GUIDELINES), A TEXT IS THE FIRST WAY FOR YOU TO ENGAGE WITH YOUR FOLLOWERS.

That's why they must include, whenever possible, sentences designed to get the conversation starting.



🏠 From generation to generation, #glass has always been by our side. Glass helps us make the most of moments big and small. Join us in celebrating the International Year of Glass in 2022.

Example of a text without conversation starters



🏠 From generation to generation, #glass has always been by our side. Glass helps us make the most of moments big and small. Join us in celebrating the International Year of Glass in 2022.

And you, what do you love most about glass? Let us know in the comments below 🖱️

Same text but with conversation starters

Here are some examples of conversation starters that you can use:

- **Open questions:** What do you think about it? What about you? Do you agree with this? ...
- **Direct invitations to comment:** Let us know what you think about it in the comments? Let's talk about it in the comments? We would love to have your opinion in the comments, ...
- **Continue your post in the comment:** If you want more info, please check the first comment. More info in the first comment, ...
- **Invite your followers to complete the sentence:** What I love about glass is that _____
- **Ask them to choose a team:** Are you more like team A or team B ?

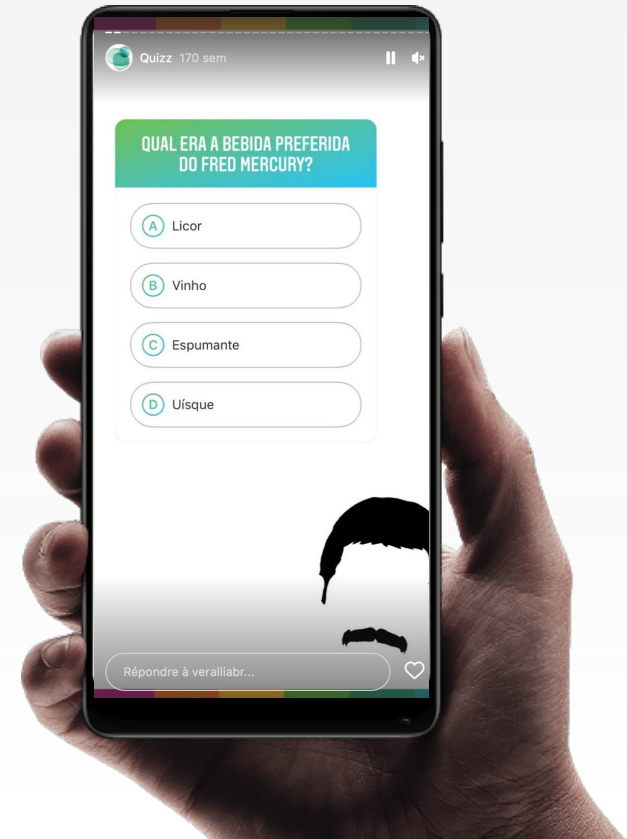
Specific formats

LINKEDIN AND INSTAGRAM BOTH HAVE SPECIAL FORMATS THAT ARE DESIGNED TO GENERATE ENGAGEMENTS.

However, you need to use them efficiently and respect certain guidelines when using them.

STORIES

Stories are one of the main formats of Instagram. They allow you to create short (up to 60sec.) Content available for 24 hours. But the real advantage of stories is that they offer many interesting features to engage your fans.

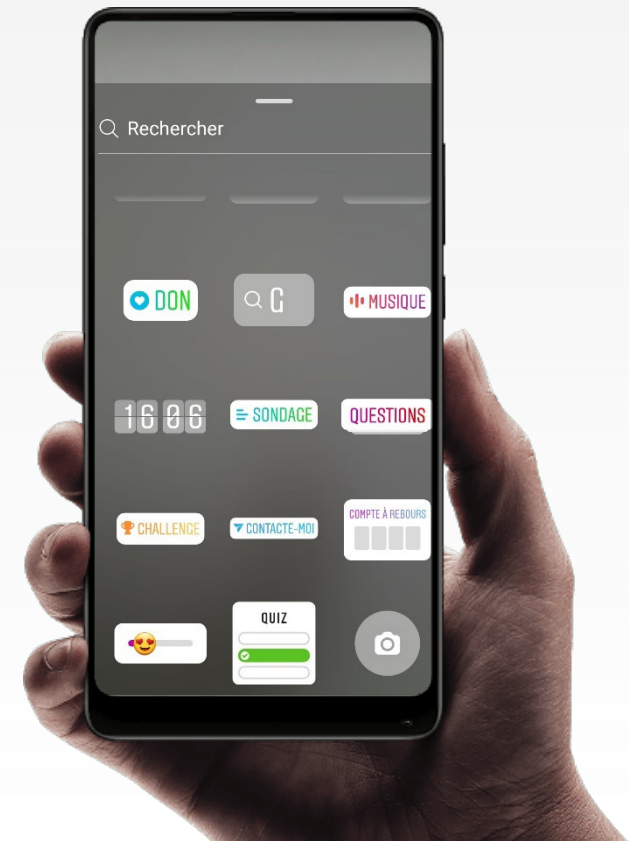


Stickers, the ultimate Story feature

INDEED, WHEN YOU'RE CREATING A STORY, YOU CAN ADD "STICKERS" WHICH ARE LIKE SMALL ELEMENTS VISIBLE ON YOUR STORY WITH WHICH YOUR FANS CAN INTERACT.

There are various types of sticker:

- **Questions sticker:** allows you to ask a question to your fans and gives them a space to answer it.
- **Poll sticker:** allows you to include a poll to your story. Your fans can answer and see the percentages of answers for each option.
- **Quiz sticker:** allows you to create a quiz with multiple possible answers.
- **Contact sticker:** includes a button that your fans can press to send you a message.

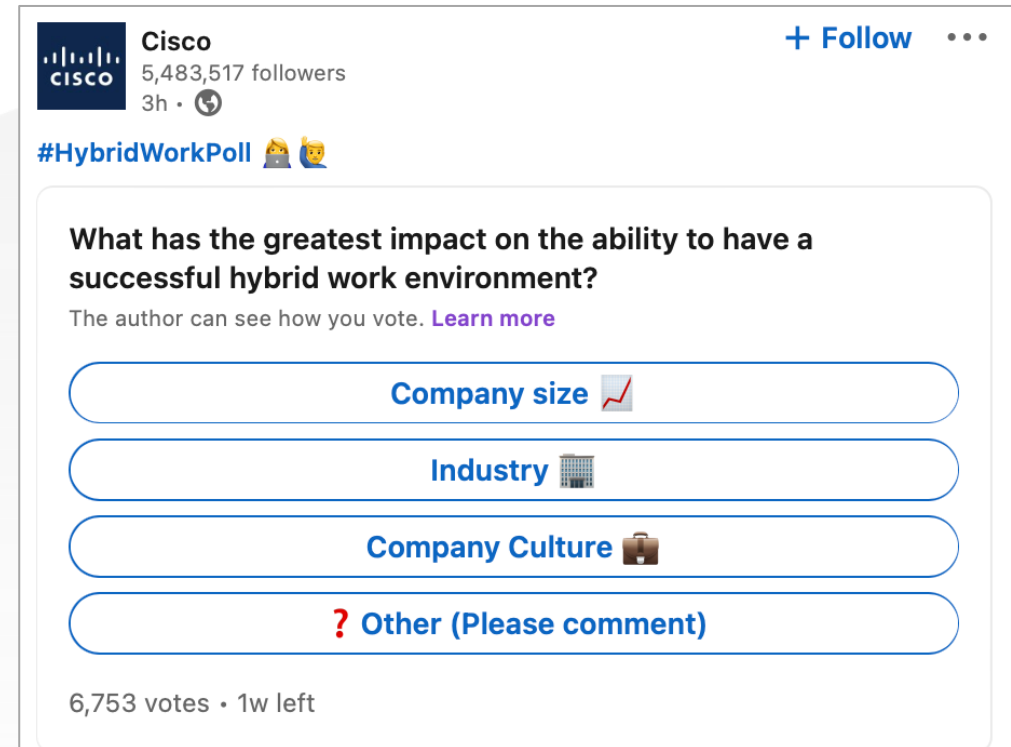


Specific formats

AS INDICATED IN SECTION N°4 (WRITING GUIDELINES), A TEXT IS THE FIRST WAY FOR YOU TO ENGAGE WITH YOUR FOLLOWERS.

That's why they must include, whenever possible, sentences designed to get the conversation starting.

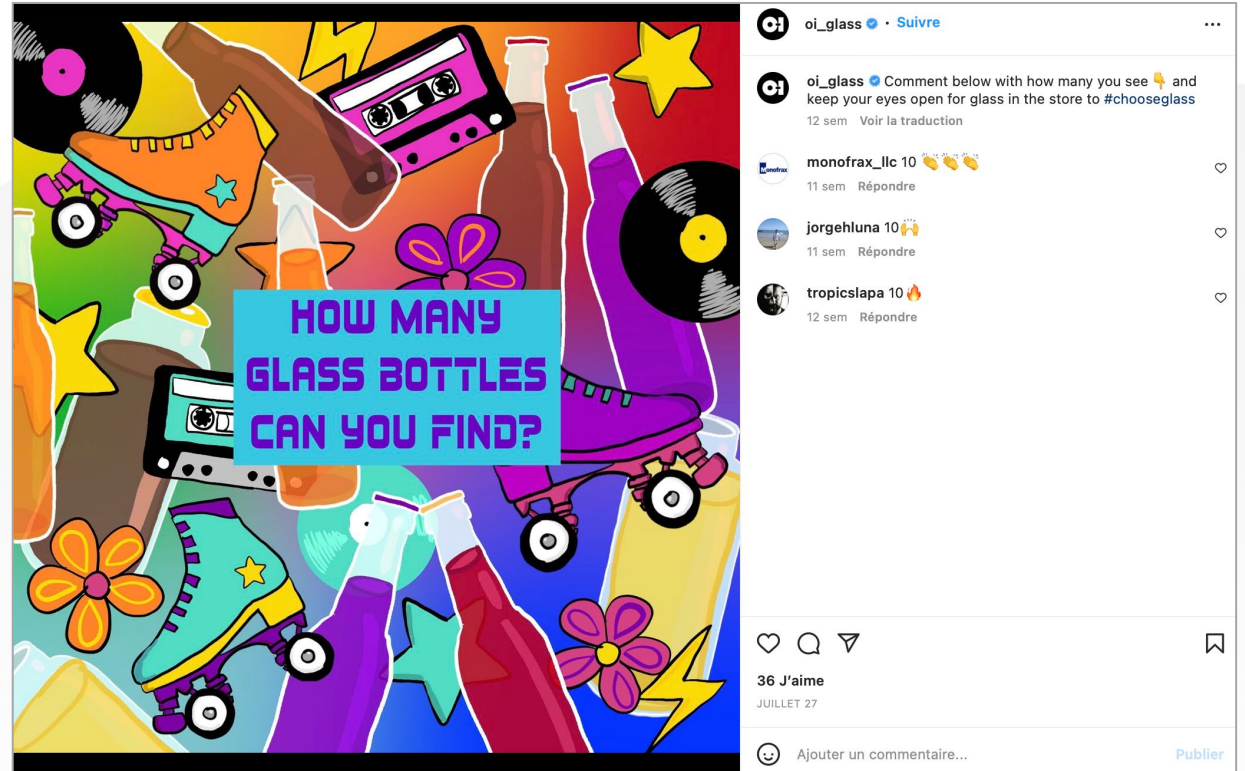
This format allows to you to create a "poll" and embed it directly on a post that will be shared on your account. Each poll is composed of one question and up to 4 possible answers. It's a great format to generate engagement. Section 5 provides a few tips to use it efficiently.



Games

GAMES ARE A GREAT TOOL TO ENGAGE YOUR FOLLOWERS: quizzes, UGC, fill in the blanks... there are many simple devices you can imagine that work very well with B2C audiences.

However, since we are in B2B, we recommend using them just from time to time.



Here are some examples of games that you can put in place:

- **Quiz:** Ask a question and get your followers to find the answer.
- **Fill-in-the-blank:** Ask your followers to complete a sentence that you've started.
- **Photo contest:** Ask your followers to post a specific picture of them (for instance with one of your products).
- **Caption this:** Post a picture and ask to your followers to caption it.
- **Find the elements:** Hide various elements in a picture and ask your followers to find them.

Scope of work overview

NEWSJACKING INVOLVES TAKING A CURRENT EVENT OR NEWS STORY TO PROMOTE YOUR BRAND, PRODUCTS OR JUST ENGAGE YOUR FOLLOWERS.

It's a great way to grab people's attention. There are various types of newsjacking:

CALENDAR KEY MOMENTS

Create posts around key moments of the calendar such as Christmas, Halloween, summer, etc.

INTERNATIONAL (OR NATIONAL) DAYS

International days are a great opportunity to communicate (Blue Monday, Earth day, etc.). Just be sure to choose relevant international days for Verallia

LOCAL NEWS/ KEY MOMENTS

In every country, there are specific news stories or key moment that you can hijack to communicate.

GLOBAL NEWS STORIES/ EVENTS

Movie release, sporting event, cultural event... must be careful to choose a news story that is relevant for Verallia and our brand.

HOW TO MANAGE THE INTERACTIONS?

Social media is a **two-way communication channel** which means that your fans / followers can (and will) interact with you.

In this section, we'll give you guidelines **to manage these interactions**.



As people can interact in different ways with your account on social media, it's important to know them all:



Luxe Packaging Insight

6,084 followers

1d · 🌐

The winner of the **Formes de Luxe** Awards 2022 in the Wine & Spirits Bottle category is **Domaines Paul Mas** and **Verallia**. **Elena Andía Villanueva** and Coralie De Grave was on stage to accept the trophy.

Click here for the full list of winners - <https://bit.ly/3M6EMgx>
#LuxePackagingInsight #formesdeluxe #packaging #design
#luxurypackaging #packagingdesign #formesdeluxeawards
#formesdeluxeawards2022 #prixformesdeluxe #prixformesdeluxe2022
#luxurypackagingawards #domainespaulmas #verallia

mentions & tags

9 Sep 2022, 05:39



Hello,excuse me,my name is Sara, i am a seller of glass,for example:double wall glass,glass jar,etc.Do you have any purchasing needs in the near future?We can provide free samples and price.If you have any needs, please contact me anytime.

private messages



Wellington Paixão · 3rd+

Especialista Financeiro

7mo ···

Congratulations!!

Like | Reply



Jacques Van Putten · 3rd+

Flexity BV - Independent Cullet Inspections for Glass Factories &...

7mo ···

Congrats 🍷

Like | Reply

comments



Guillaume MEHLMAN
President of Steel & Glass at Fives

because they have trusted us to apply advanced electric

Strategic partnership between Verallia and Fives

👍❤️🔥 159

1 comment · 19 shares

reactions

To effectively process each type of interaction (except reactions) specific actions are required:

Comments

Mentions
& tags

Private
messages

Reactions

URGENT TO PROCESS

NOT URGENT TO PROCESS

How to process mentions & tags

- Check the post that mentions or tags your account.
- If it's a positive mention, leave a comment or a reaction.
- If it's a negative mention, assess the situation:
 - Who is the author? Are they important / followed by lots of people?
 - What's the purpose of the mention: to complain, ask questions, attack, etc.
 - Is the post “viral” (are there lots of people reacting or commenting)
 - Is there a risk of the situation spinning out of control (does the mention present a risk for the company?)
 - Do you have the information available to answer and would answering calm or worsen the situation?
- Depending on your assessment, you can decide to answer or not. However, regardless of your decision, you need to monitor the mention to see how it evolves.



Luxe Packaging Insight

6,084 followers

1d • 🌐



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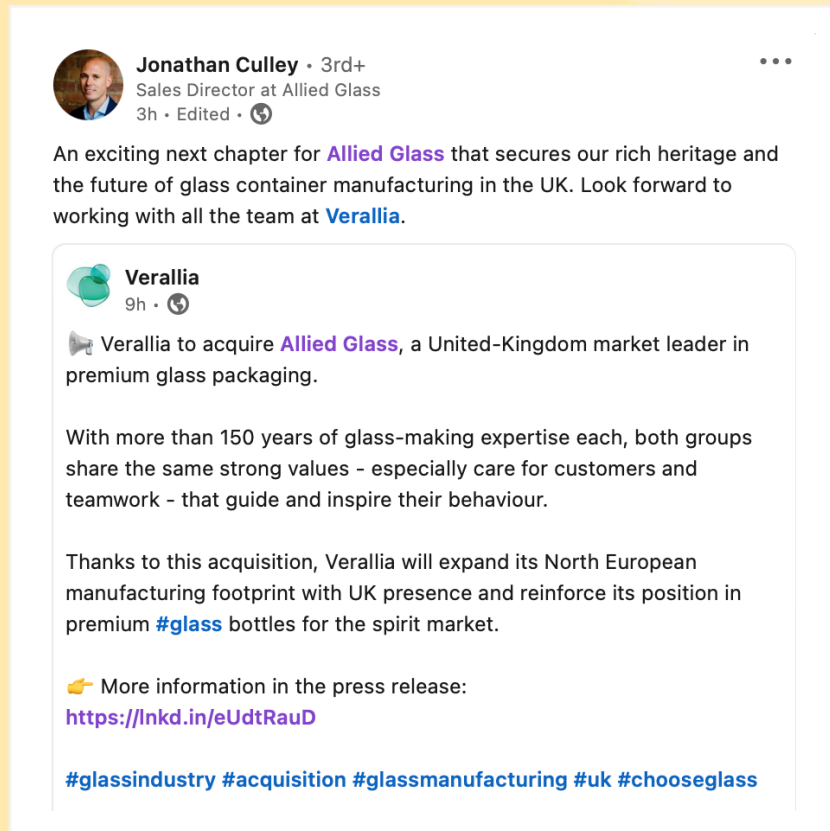
[#LuxePackagingInsight](#) [#formesdeluxe](#) [#packaging](#) [#design](#)

[#luxurypackaging](#) [#packagingdesign](#) [#formesdeluxeawards](#)

[#formesdeluxeawards2022](#) [#prixformesdeluxe](#) [#prixformesdeluxe2022](#)

[#luxurypackagingawards](#) [#domainespaulmas](#) [#verallia](#)

Example



Jonathan Culley • 3rd+
Sales Director at Allied Glass
3h • Edited • 

An exciting next chapter for **Allied Glass** that secures our rich heritage and the future of glass container manufacturing in the UK. Look forward to working with all the team at **Verallia**.

**Verallia**
9h • 

 Verallia to acquire **Allied Glass**, a United-Kingdom market leader in premium glass packaging.

With more than 150 years of glass-making expertise each, both groups share the same strong values - especially care for customers and teamwork - that guide and inspire their behaviour.

Thanks to this acquisition, Verallia will expand its North European manufacturing footprint with UK presence and reinforce its position in premium **#glass** bottles for the spirit market.

 More information in the press release:
<https://lnkd.in/eUdtRauD>

#glassindustry #acquisition #glassmanufacturing #uk #chooseglass



- Positive mention
- Important author (Sales Director at Allied Glass)
- Like the post only or reply with a simple message: "Thanks Jonathan! Can't wait to see what the future holds for us!"

How to process private messages

- Check the message to see what it's about and to make sure that it's not something crucial for the company (a big business opportunity, a potential crisis, etc.)
- If it's not something potentially dangerous, answer with a generic message such as: "Thank you for reaching out to us. To discuss with the most appropriate team, please visit www.verallia.com/en/, choose your country site and select the contact page. Best, Verallia Team"
- If it's something potentially dangerous, contact your manager and the corporate communications team for help in dealing with it.



Hello,excuse me,my name is Sara, i am a seller of glass,for example:double wall glass,glass jar,etc.Do you have any purchasing needs in the near future?We can provide free samples and price.If you have any needs, please contact me anytime.

Example



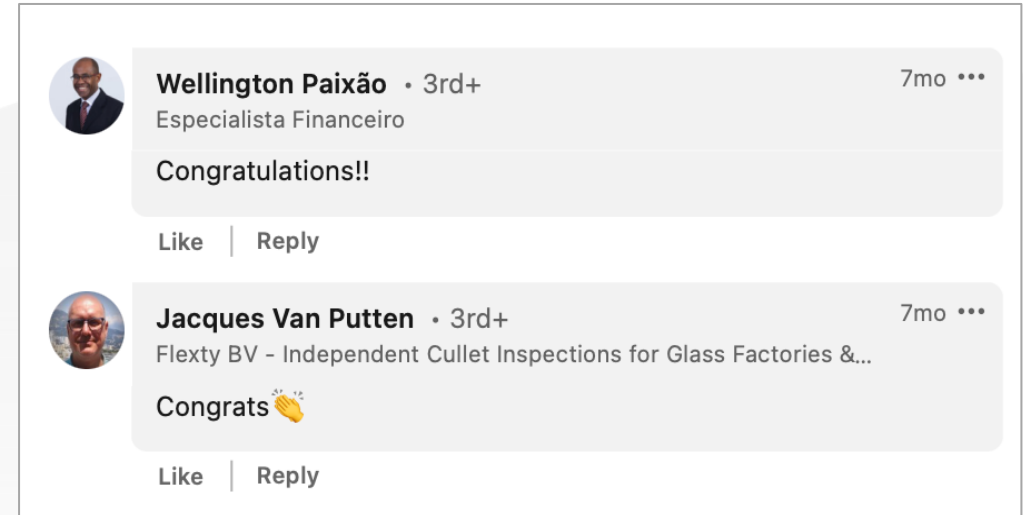
Hello,excuse me,my name is Sara, i am a seller of glass,for example:double wall glass,glass jar,etc.Do you have any purchasing needs in the near future?We can provide free samples and price.If you have any needs, please contact me anytime.



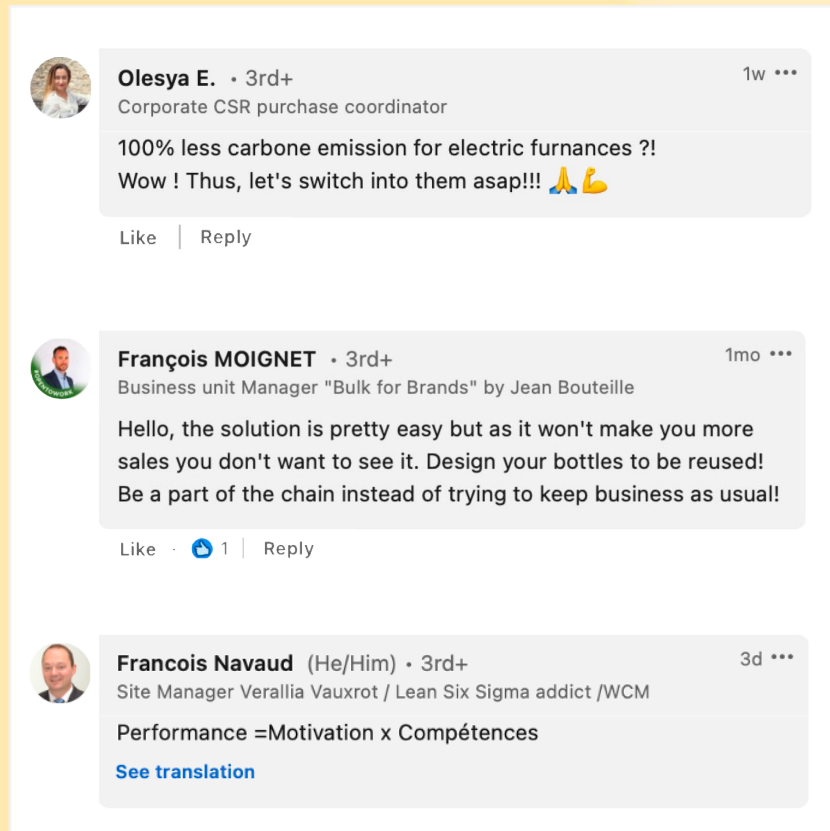
- Thank you for reaching out to us via Facebook Messenger. To discuss with the most appropriate team, please visit www.verallia.com/en/, choose your country site and select the contact page.

How to process comment on your posts

- Comments are visible by everyone and, as they appear right under your post, it's essential to manage them!
- So first, as for any other interaction, assess the message. Is it positive, negative, what type of comment is it, who is the author, etc.
- If it's a positive comment, you can leave a reaction or a comment (but only if its relevant).
- If it's a negative comment, you have two options: if it's really hostile (insults, strong critics, etc.) wait a few days and hide/delete the comment. If it's a negative but constructive comment, you need to answer - make sure though that you have all the information and check with your managers or communications department that your answer is appropriate.



Example



The screenshot shows three LinkedIn comments. Each comment has a yellow arrow pointing to a response box on the right. The first comment is from Olesya E. (Corporate CSR purchase coordinator) about carbon emissions. The second is from François MOIGNET (Business unit Manager) about bottle reuse. The third is from Francois Navaud (Site Manager) about performance formula.

Olesya E. • 3rd+
Corporate CSR purchase coordinator
1w ...
100% less carbone emission for electric furnances ?!
Wow ! Thus, let's switch into them asap!!! 🙏💪
Like | Reply

François MOIGNET • 3rd+
Business unit Manager "Bulk for Brands" by Jean Bouteille
1mo ...
Hello, the solution is pretty easy but as it won't make you more sales you don't want to see it. Design your bottles to be reused!
Be a part of the chain instead of trying to keep business as usual!
Like · 1 | Reply

Francois Navaud (He/Him) • 3rd+
Site Manager Verallia Vauxrot / Lean Six Sigma addict /WCM
3d ...
Performance =Motivation x Compétences
[See translation](#)

Indeed! Find out all our initiatives here [link]

2 options:
Gather information to answer point by point
Ignore and after a few weeks hide the comment

No action needed

Example

🌍 It's European Sustainable Development Week!

At Verallia, the fight against global warming involves one ambition: to drastically reduce our CO2 emissions. The Group is already committed to this trajectory, with a target of 46% reduction in 2030 compared to 2019 for scopes 1 and 2!

Do you know the emission scopes and how our teams are mobilising to achieve this ambition? Find out in this animation!



It's European Sustainable Development Week!

🌍 At Verallia, the fight against global warming involves one ambition: **to drastically reduce our CO2 emissions!**

📖 The Group is already committed to this trajectory, with a **target of 46% reduction in 2030** compared to 2019 for scopes 1 and 2!

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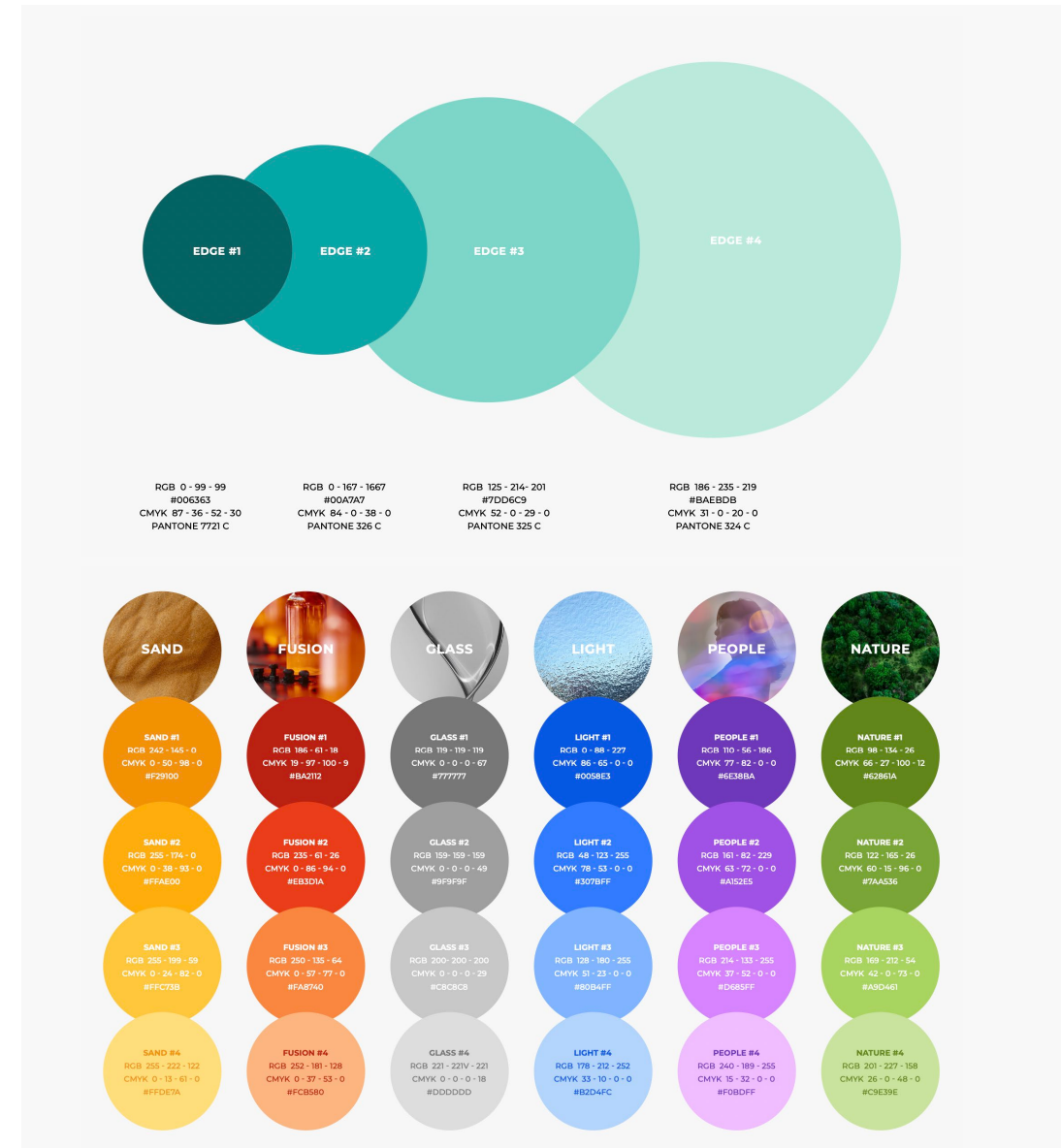
Other things to bear in mind

- Remember that every exchange that you have with a follower on social media **can be public** (even private messages since they can be screenshot and shared) so **always stay polite and helpful**.
- **Try to respond to the interactions as quickly as possible.** Our recommendation is to go over your interactions once a day or at least once every two days and process them.
- In the comments, if an exchange with a follower lasts too long (more than 2 answers) **invite him/her to pursue the discussion by private message** (on Instagram) **or by e-mail on LinkedIn** (give a dedicated e-mail address).

Reminder: colour usage

WHILE THE GRAPHIC CHARTER INCLUDES A VARIETY OF COLOURS, SOME RULES SHOULD BE FOLLOWED WHEN IT COMES TO USING THEM ON SOCIAL MEDIA, ACCORDING TO THE TOPIC OF YOUR POST:

- For the background, you must always use Verallia's "edge" green. You can use the different variations or mix it with some white.
- Depending on the post topic (sustainability, people, glass production process, etc.) you can change the colour of the titles of the templates but **ONLY** the colour of the text, nothing else.



HOW TO MEASURE THE PERFORMANCE OF YOUR ACCOUNTS?

In this section, we'll cover the topic **of performance monitoring**. We'll give the KPIs to follow and provide step-by-step guides on how to find the data you'll need.

Performance monitoring is key for a good social media strategy. It allows you to track content performance, see if your accounts are growing, etc.



Instagram and LinkedIn provide native tools that allow you to collect different levels of data:

DATA ON YOUR COMMUNITY

- Sociodemographic data, such as age, gender, location, hours of connexion, etc.

DATA ON YOUR ACCOUNT ACTIVITY

- Number of visitors to your account, community growth, etc.

DATA ON YOUR POSTS & CONTENT

- Interactions, reach, impressions, engagement rate, number of views, etc.

What metrics should you follow?

IDEALLY, YOU SHOULD TRACK AS MANY METRICS AS POSSIBLE BECAUSE THEY ALL GIVE YOU A PIECE OF INFORMATION ON HOW TO IMPROVE YOUR SOCIAL MEDIA PRESENCE.

However, focusing on X metrics is already enough to get a general idea of your social media performance:

NOTORIETY METRICS



NUMBER OF FANS

Total number of followers of your account



REACH / IMPRESSIONS

Number of unique persons that have seen your posts (Reach) or number of time of posts have been shown in a newsfeed (impressions). Both are important.



FOLLOWERS GROWTH RATE

$(\text{net new followers} / \text{total audience}) \times 100$

ENGAGEMENT METRICS



INTERACTIONS

Reactions, clicks, shares, comments



VIDEOS VIEWS

Number of times your videos have been viewed



ENGAGEMENT RATE

$\text{Total (interactions} / \text{total impressions)} \times 100$

The main metrics to track: followers' growth rate

- Audience growth rate measures how many new followers your brand gets on social media over a certain period of time.
- When you're just starting out, getting 10 or 100 new followers in a month can give you a high growth rate. But once you have a larger existing audience, you need more new followers to maintain that momentum.

GROWTH RATE PERCENTAGE = NET NEW FOLLOWERS - TOTAL AUDIENCE



The main metrics to track: reach (= unique impressions on LinkedIn)

- Unique impressions are the number of times your content is shown to individual LinkedIn members.
- When a piece of content shows up multiple times for the same person, it will only count as one unique impression.
- Impressions can show you when your audience is most active online, and therefore the best times for you to post new content.
- If you see a decline in LinkedIn impressions, it could mean your content is not engaging enough. This is because when your posts receive less engagement, LinkedIn's algorithm won't serve your content to as many people.



The main metrics to track: engagement rate

- The engagement rate is the main metric used on social media.
- It shows how well your audience interacts with your content (liking, sharing or commenting).
- There are several engagement rate calculation methods. For our KPIs, we use the engagement rate by impressions:
- Some figures that can be discussed because they could be different from one platform to another, from one business to another, etc.

$$\text{ENGAGEMENT RATE} = \frac{\text{TOTAL ENGAGEMENTS}}{\text{TOTAL IMPRESSIONS}} \times 100$$

- An engagement rate of 5% and above is regarded as very good.
- An engagement rate of 3-5% is regarded as good.
- An engagement rate of 1-3% is regarded as average.



Know how to judge the value of a metric

IT IS IMPORTANT TO KEEP IN MIND THAT NOT ALL METRICS HAVE THE SAME IMPORTANCE. DIFFERENCES DEPEND ON THE TYPE OF METRIC BUT ALSO ON THE PLATFORM.

SHARE

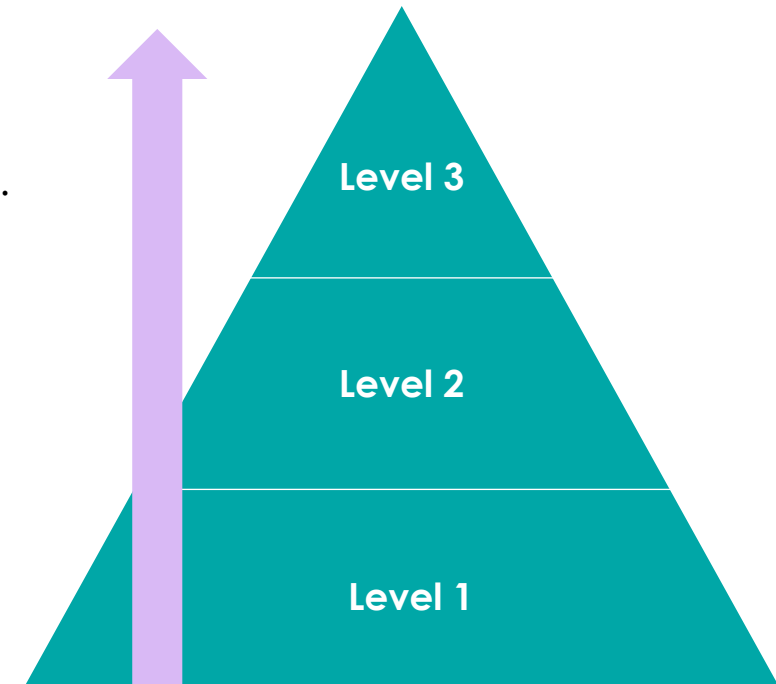
A very engaging interaction. It shows that your followers find the content so interesting that they accept to share it with their followers.

COMMENTS

A more engaging interactions that takes more effort for the followers.

REACTIONS / CLICKS

Lowest level of engagement, easy to give by the followers.



HIERARCHY OF INTERACTIONS

How to organise your social monitoring?

WE RECOMMEND THAT YOU MONITOR YOUR ACCOUNTS AT THE END OF EVERY MONTH SO THAT YOU CAN TRACK YOUR PERFORMANCE OVER TIME.

An excel document is available to be filled in every month.

verallia										
LinkedIn KPIs										
	Group	Argentina		Brasil		France		Deutschland		
		progress		progress		progress		progress		
avr-22	Followers	38 311		101		339				98
	Reach (unique impressions)	36 248		9 719		25 970				9 617
	Engagement rate (average)	4,1%		9,0%		23,2%				5,7%
	Best post	Découvrez le ZoomMeters de l'industrie du verre		Una visita especial en las unidades de negocios		Visita de Michel Giannuzzi - Patrice Lucas e Roman Barrai				Next generation leader
		6,4%		21,2%		67,5%				13,5%
mai-22	Followers	39 202	2,33%	299	196,04%	669	97,35%			149
	Reach (unique impressions)	33 408	-7,83%	9 379	-3,50%	32 084	23,54%			8 198
	Engagement rate (average)	3,8%	-6,36%	9,0%	0,00%	13,5%	-41,81%			4,9%
	Best post	Verallia's general shareholders' meeting		1.000 plantas nativas producidas por la ONG Gestión Nativa		Brasil Bruu 2022				BEPOST@Joachim A. Boettner - Mentoring World Café
		5,8%		33,6%		40,0%				15,0%
jun-22	Followers	39 974	1,97%	496	65,89%	880	31,54%	381		179
	Reach (unique impressions)	26 080	-21,93%	12 410	32,32%	19 464	-39,33%	7 413		2 535
	Engagement rate (average)	2,9%	-24,28%	12,0%	33,33%	17,3%	26,15%	6,9%		4,7%
	Best post	RDV Glasschool		El Día del Vidriero		Dia Internacional de Saúde e Segurança		Salon XRDays		Themenwoche Nachhaltigkeit auf Regio TV
		6,9%		22,3%		51,1%		12,6%		11,8%
jul-22	Followers	40 781	1,82%	641	29,23%	1 118	27,05%	658	72,70%	212
	Reach (unique impressions)	36 695	40,70%	6 882	-44,54%	19 318	-0,75%	29 060		332
	Engagement rate (average)	4,3%	47,59%	12,2%	1,67%	18,1%	4,62%	6,8%		61,7%
	Best post	Verallia France Design Awards unveils the winners of the 2022 edition		Manos a la Olla		Normas ISO		Remise des prix de la 13e édition des Verallia Design Awards		
				30,0%		36,5%		13,2%		

Paid media: ad results benchmark

It is very difficult to do benchmarks on a paid media campaign as a multitude of factors come into play (B2B or B2C, what industry, what period, the budget, etc.). However, here is some data that can give you a general idea of the results of your campaigns.

	COST PER CLICK	COST PER IMPRESSION	COST PER LEAD (LINKEDIN)	CONVERSATION RATE (LINKEDIN)
Instagram	\$0.2 to \$2	\$6.7	-	-
LinkedIn	Around \$5.58	Around \$33.80	\$15 to \$350	5% to 15%

HOW TO OPTIMISE YOUR ORGANISATION?

To conclude, here are a few additional tips that could
Help you to manage your social media accounts More
effectively and more efficiently.



Scope of work overview

TO BE EFFICIENT AND EFFECTIVE ON SOCIAL MEDIA, It is essential to have a clear overview of all the tasks to be done.

POST

Establish your editorial calendar, create content and post

MODERATE

Do some community management (answer comments and imagine ways of engaging with your fans)

MEASURE

Measure the results of your actions and act accordingly

MONITOR

Check what the competition is doing and keep up with the latest trends on social media

How to organise your work?

Creating content, writing posts, finding ideas, answering messages...
all these actions take time. Here are some tips on how to organise your time.

EVERY DAY

- Check your accounts at least once a day to answer
 comments/ private message
- Monitor your competitors

EVERY WEEK

- Plan posts for the week to come when possible (texts and content creation)

EVERY MONTH

- Draft the editorial calendar for the upcoming week (anticipate as much as possible your posts for the month)
- Monitor your accounts

Tools at your disposal



EDITORIAL CALENDAR

The editorial calendar gives you a clear overview of upcoming communication events so that you can anticipate your actions on social media.



MONITORING DOCUMENT

The monitoring document allows you to track the performance of your actions on social media and adjust if needed.



CANVA

Canva makes it easier for you to create content for your social media accounts.

SOCIAL MEDIA COMMUNICATION POLICIES AND RESPONSIBILITIES

10

Communication policy reminder

VERALLIA, AS A COMPANY LISTED ON THE EURONEXT PARIS STOCK MARKET, IS GOVERNED BY VERY STRICT COMMUNICATION RULES THAT ALSO APPLY TO SOCIAL MEDIA. PLEASE REFER TO THE COMPLETE COMMUNICATION POLICY.

- Never disclose information internally or externally if you are uncertain whether such information maybe disseminated. (If you have any doubts or questions, please contact the company's legal, investor relations or communications departments.).
- Never reply to any media request yourself. Instead, please transfer all relevant details to the communications team.
- Only share financial information that is already public: historical figures available on the Verallia website or on the company's presentation.
- Only share industrial & EHS information available on Verallia's corporate website.

Account administration guidelines

- **THE LIST OF PEOPLE WHO CAN MANAGE THE ACCOUNTS MUST REMAIN LIMITED** to guarantee security and consistency. It must be regularly updated, particularly in the case of employees leaving the company. Depending on how the social network works, you must remove the person's access to the account (on LinkedIn for example) or change the password (on Instagram for example).
- External agencies can also intervene provided they have a contract with the company. Their access must be taken away at the end of the collaboration.
- In addition, **it is mandatory to give access to the various accounts to the corporate communications department.** On LinkedIn, members of the corporate communications department must be named "super admin". On Instagram, you must share access to them (login e-mail address and password).
- My country or regional communications manager has obtained **authorization from the corporate communications department to create a social media page or account** in the name of Verallia.

Local community managers' responsibilities

- As a community manager, I appoint at least one replacement to manage my pages and to take over in the event of my absence or a crisis (this task may be delegated to a communication agency).
- I respect my obligation to maintain confidentiality in whatever I publish. I do not publish any information or document reserved exclusively for internal use or concerning customers and suppliers.
- I respect the Verallia code of conduct and the communication policy in everything I publish.

General rules that all people managing social media accounts for Verallia must comply with:

- I do not make any comments about topics concerning the Verallia Group. Some topics are the sole preserve of the corporate communications department (Group results and strategy, investments, chairmanship, etc.).
- I make sure that everything I publish always concerns Verallia and its business.
- I do not publish any information of a political or religious nature.
- I respect the image rights of any person, as well as all intellectual property rights.
- I demonstrate good team spirit by liking and/or sharing publications on other Verallia pages that may be of interest to my audience.

General rules that all people managing social media accounts for Verallia must comply with:

PUBLISHING PHOTOS/VIDEOS

Any photo or video published externally must comply with Verallia's Code of Conduct.

For example, it must comply with the Group's EHS rules. Some facilities are confidential. Without prior agreement from the Industrial department, it is not permitted to distribute any photographs or videos made on our sites (office buildings excluded).

- It is prohibited to publish externally any photo of an entire machine or any close-up photos. I systematically have my photos and videos approved by my Industrial Director before publishing them.
- It is prohibited to publish externally any photos of products on the production lines if they are recognizable and if no approval has been given by the customer for use in external communication. If in doubt, I systematically have my photos approved by my sales & marketing department before publishing them.

ANY INTERNAL OR EXTERNAL PERSON WORKING OR VISITING OUR FACILITIES MUST BE ADVISED OR REMINDED OF THE ABOVE RULES. TO PREVENT VISITORS FROM TAKING PHOTOS OR FILMING WITH THEIR SMARTPHONE, YOU CAN SIMPLY SAY THAT UNDER EHS RULES IT IS FORBIDDEN TO USE A SMARTPHONE WHEN MOVING AROUND THE PLANT.

General rules that all people managing social media accounts for Verallia must comply with:

IMAGE AND IP RIGHTS

When using social media, **please observe the image rights** of each person portrayed and all intellectual property rights, otherwise you may be subject to legal recourse.

The use of logos, tag lines, various documents, etc., on social media must be authorized by the company. If you are a community manager, you must comply with the Verallia visual identity standards. Be careful with any content covered by intellectual property rights (music, videos, text, brands, designs etc.).

When publishing a photo or video of a person, **you must have first obtained his or her written authorization**. Exception: if the photo or video contains many people and they are not recognizable. However, in such cases, advise them before taking the photo or making the video, that it may be used for external communication purposes.

CONFIDENTIALITY

Confidential information may be of various types: in particular, it may concern industrial data, financial data, personal data, development programs, research programs, commercial data or any information concerning customers and suppliers.

IMPORTANT!

If you have any questions, doubts or remarks, please contact the corporate communications team:
communication.packaging@verallia.com

Thank you

Copyright: Franck Dunouau, Verallia

